

Oct 1 1943



Canadian Harvest—by CHARLES HARGENS

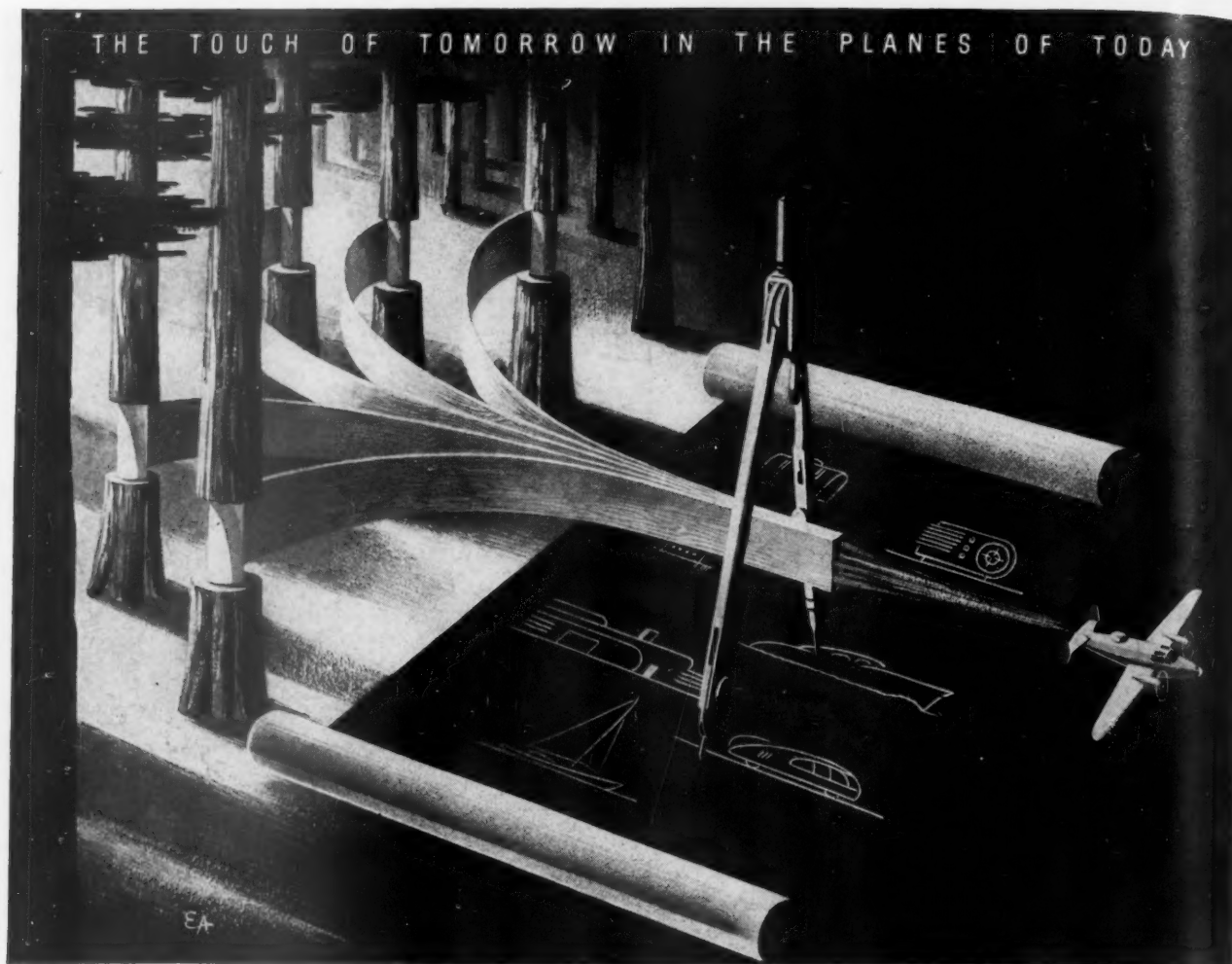
IBALD MacLEISH...The Fight for Youth

PAUL HOFFMAN...When Johnny Comes Marching

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Rotarian



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John Dewey
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Mohandas K. Gandhi
William O. Douglas
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Comment on ROTARIAN articles
by readers of THE ROTARIAN.

Charlie Won Spurs in Oregon

Says A. A. ("ANDY") PATTERSON
Secretary, Rotary Club
Portland, Oregon

Enjoyed immensely the article about "Charlie" Wheeler [see *Charlie Wheeler—The Man at the Helm*, July ROTARIAN], but you failed to mention that St. Helen's, where Charlie really won his spurs, is located in Oregon, where all stalwarts come from.

I Devoured Harkaway

Says F. CRANSTON THOMAS
Cranston Research Laboratories
Martinsville, Virginia

In *Billy Phelps Speaking* in the August ROTARIAN I read with a great deal of interest "Billy's" comments on books I devoured when I was a boy 65 years ago. He referred to them as Jack Harkaway books, written by Bracebridge Hemyng. When the week-end came, I took my twopence to the village stationery store and bought my issue, spending all my week's allowance just like that, right off the bat.

I wonder if Dr. Phelps read Jack Harkaway's school days, Jack Harkaway among the brigands, Jack Harkaway at Oxford, where he met "Solon," the first American boy in an English university? Then his adventures among the bushrangers with his inseparable companion the adventurous Mole—why I read them all, year in and year out, with pictures as lurid as the Sunday supplements of today.

Then there was another series, called the Boys' Own Weekly, based on Ralph Rollington's school days, which cost a penny a week. How we used to huddle up in the hay loft in Winter or down at the swimming hole in Summer, and take turns reading the thrilling adventures, a training for the better books as we grew up, such as Ballantyne's *Hudson's Bay: or, Life in the Wilds of North America*; Charles Lever's *Hector O'Halloran*; . . . the thrilling *Battles of Waterloo, Last Days of Pompeii*, which excellent work I find very few Americans have ever read. . . .

Thanks, Dr. Phelps, for bringing back my youthful reading and for the enjoyment I get from your articles.

Admit Labor Leaders

Asks HARRY F. LEWIS, Rotarian
Postmaster
West Liberty, Iowa

Re: *Labor Leaders in our Rotary Clubs?* [debate-of-the-month, August ROTARIAN]:

Too often in the past, we, as many other Clubs, have been apt to become a bit exclusive, complacently pat ourselves on the back for past activities, dream of the future, and sometimes get no further than the visual stage. The average Rotary Club can be likened to a rivulet, which if pulsed with action

and refreshed from the stream of life becomes turbulent and capable of generating much power, but if allowed to become dormant and sluggish may reach a stage of stagnant deterioration. Any organization is as good as the service it renders. If Rotary fails to accept new, younger membership representative of the industries in our communities, and if because of antiquated ideas or lack of tolerance and understanding we close the door on such possibilities, time and competition are certain to take their toll.

One of our country's "growing pains" is the strife between labor and capital, and may be alleviated by Rotary if we earnestly, sincerely, and wholeheartedly heed that golden maxim "Service above Self." We hear a great deal about absenteeism, its resultant loss in manpower, but if the matter is thoroughly sifted and investigated, we often find the employer should share in this responsibility. If labor leaders are properly classified, admitted to our Clubs, and treated as equals rather than as racketeers, a great deal may be accomplished. If we honestly show that tolerance and understanding in a straightforward manner of earnestly striving to improve such conditions in fairness to all concerned, we shall contribute mightily to our nation's war effort, and Rotary will have done an immeasurable service and will remain a live, vibrant, and growing organization.

Bridge Labor-Capital Chasm

Says ARTHUR B. DALE, Rotarian
Writer
Shelby, Michigan

I was much interested in the discussion of labor-leader membership in Rotary in the August ROTARIAN [Labor Leaders in Our Rotary Clubs], the debate-of-the-month, and feel that it has a very present value. The practical difficulties and conditions make it a rather perplexing question in which the grays exceed the whites and blacks by considerable. On this the discussion throws considerable light.

One fact seems to be omitted, however, and in view of the purpose of our movement should be more fully stressed. Rotary membership is particularly on a personal basis and our fellowship and cordial relations are a direct result of that fact. We do not call a fellow member "Bill" or "Tom" because he is a leader in his line, but because he is the man he is personally and we believe he will help attain our Rotary objectives because of that fact. Our original and primary aim is service and the "profits most" is only one of the benefits following the higher incentive for action.

Now, while there are difficulties of organization to be adjusted, I believe they can be overcome if we make our determining motive the addition to our ranks of undiscovered men with qualities of mind and heart from sundry occupations heretofore unrecognized. In these days of heightened friction between business and labor, I believe an opportunity exists so to bring the Rotary spirit to such men among labor leaders as to secure their cooperation in reaching our objectives. It is more



KEY: (Am.) American Plan; (Eu.) European Plan; (RM) Rotary Meets; (S) Summer; (W) Winter.

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than probable also that after membership and the contact with Rotary spirit, much of the chasm between business and labor could be bridged. We are not members primarily because we are bankers, merchants, teachers or ministers, etc., but because we agree on the vision and work of Rotary and its application to real life.

Chase Follows White

Says FRITHJOF HOLMBOE, *Rotarian*
Photographer
Rhineland, Wisconsin

If the issue is not closed, may I say that I was most highly pleased with the much-debated Stuart Chase article [*Toward a Mixed Economy*, May *ROTARIAN*]. . . . On rereading the article, I am at a loss to understand what all the shooting is about. Boiled down, it is simply an enlightened appeal for rational consideration of our post-war problems and an attitude of give and take in our inevitable conflicts and differences of opinion. William Allen White has given us essentially the same message in his July article [*Be of Good Cheer, Little Guy!*]. He has seen our country grow from a lusty adolescent to a giant in his span of years, but his mind has kept pace with that growth and he knows that the problems of 1943 are not those of 1873. He is willing to accept that fact with his characteristic courage and faith, and in this Stuart Chase does no more than follow in his footsteps.

I firmly hope that you will continue to supply us with articles of such high caliber. . . .

Soil Soldier Helps All

Asserts T. S. BUIE
Regional Conservator
U. S. Department of Agriculture
Spartanburg, South Carolina

Thousands of Rotarians and others who read *THE ROTARIAN* will gain a much better appreciation of the rôle farm families are playing in the war effort as a result of the illustrated article *Soldier of the Soil* that appeared in your July issue.

As chairman of the Calhoun County Soil Conservation District, Mr. Lantrip is wielding a wide influence in building a permanent and balanced agriculture in his section of the State. His achievements on his own farm prove that soil conservation pays and have induced many other farmers to adopt similar conservation measures on their farms.

To my way of thinking, articles such as *Soldier of the Soil* help tremendously in effecting a closer understanding among farm and city people. Although most city residents are not landowners, their welfare is more dependent on farm land than many realize. Most of the products they use or consume come from the land. Obviously, if the land is to continue producing, it cannot be ruthlessly exploited or neglected. Fertile and well-managed farms constitute a most powerful force in maintaining our American way of living and democratic idealism. . . .

In travelling in the Southeast, I have noted a profound interest among Rotarians in soil conservation. I am certain that the [Continued on page 37]

How Rotary Got Its Wheel

Have you wondered why it was chosen, who was the designer? Here are the answers—No. 2 in the series of 'Little Lessons in Rotary.'

HOW DID ROTARY come by its insignia—the wheel, colors, and flag? There's an interesting history back of them, especially the wheel.

It got off to a roll at an early session of Rotary Club No. 1 in Chicago, Illinois, in 1905. A young engraver, Montague M. Bear (still living, still a member of the Chicago Rotary Club), submitted the design—a plain, steel-rimmed wagon wheel. Paul P. Harris, Founder of Rotary, and fellow Club members approved.



Photo: Waininger
Montague M. Bear

The original simple design was used for a year on Club stationery until members deemed it dull. "Dress it up," Monty was told. He did, by rolling the wheel above clouds. This served until an earthbound member pointed out that the clouds might be dust. "But not even Rotary," he added, "could make dust before and aft of a wheel. Which way are we going, anyhow!" So Monty dusted off one side of the wheel, and thereafter powdery particles of earth rose heavenward only from the left side of the onrushing wheel. Rotary was moving to the right.

Meanwhile, other Rotary Clubs were organizing. In August, 1910, when 16 Clubs formed the National Association of Rotary Clubs, every Club had its own variant of the wheel motif. The Association used Chicago's for two years, then asked all Clubs to submit design suggestions. The wheels rolled in and were carted off to the 1912 Convention in Duluth, Minnesota.

Some delegates actually went to Duluth by new-fangled automobiles. They impressed upon all the fact that the horse-and-buggy days were fast running out. Obviously, it was agreed, an up-and-coming organization like Rotary should not be symbolized by an emblem reminiscent of Old Dobbin!

Wheel after wheel was eliminated until, finally, but one remained. It was a gear or sprocket wheel, complete with hub, spokes, rim, and cogs. The cogs, it was explained, were "to relieve the plainness of the design and . . . to symbolize power." Power, cogs to gear into

work—the idea caught on, and the new design was adopted as the emblem of the new International Association of Rotary Clubs. Only a few Clubs kept their old emblems on their letterheads for auld lang syne.

The new wheel stood up well for eight years. Then a question was raised as to its mechanical design. A purely technical question, to be sure, but Rotary wanted things right. So Oscar B. Borge, of Duluth, Minnesota, the head of an engineering staff in a large machinery-manufacturing plant, and Charles Henry Mackintosh, of Chicago, as members of a standing committee on the standardization of the emblem, submitted a new design. The Board of Directors looked it over, and approved. That was in 1919.

But a year later a discerning critic, Will R. Forker, then President of the Rotary Club of Los Angeles, California, called attention to a flaw. Now, be it known that when a cog wheel fits on a shaft, a metal wedge is driven into a notch in the wheel to make the wheel fast to the shaft. Otherwise it will spin around. But the Rotary wheel had no notch, no keyway.

The flaw was finally remedied, and for 20 years Rotary's wheel has rolled along without a wobble. No—once a "gremlin" got into an engraver's shop and added extra cogs. But no sooner had envelopes bearing an imprint of this wheel been mailed from the Chicago Office of the Secretariat of Rotary International before the gremlin's work was spotted and squelched.

Besides being worn on Rotarians' lapels, the Rotary emblem is constitutionally authorized for other uses of Rotary International and member Clubs: on their printed matter, badges, banners, decorations, and furnishings.

The Rotary colors—royal blue and gold—were adopted at the 1912 Rotary Convention in Duluth, and the official flag was adopted in November, 1914. The flag's white field—the banner of international amity and goodwill—stands for advancement among men and nations. In the center is the official blue-and-gold emblem, with the words "Rotary International." The blue stands for constancy of purpose; the gold, for "the pure standard upon which rotates the wheel of eternal progress."



FIVE TURNS in the evolution of Rotary's wheel. The last one was official from 1912-20.

SEPTEMBER, 1943

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It's Our Pleasure to Present—

DR. GUSTAV EGLOFF—one of America's most distinguished petroleum chemists. Holder of 250 patents, he has directed research at a Chicago oil-products company since 1917, but has found time to attend, address, and help direct many a world power conference, to lecture at universities, and to write a half dozen books and some 425 articles. Among other honors, he holds the gold medal of the American Institute of Chemists, of which group he is now president. . . . As director of Foreign Relief and Rehabilitation for the United States Government, HERBERT H. LEHMAN will, as one biographer recently put it, "act as diplomat, dietitian, expressman, banker, farmer, distributor, and builder, as well as social worker" to peoples in newly liberated lands. A one-time banker and philanthropist, he served as Governor of the State of New York for ten years—from 1932 to 1942.



Egloff

At 20, ALBIN E. JOHNSON left his native Kansas for a spell of gold-digging and lumbering in Alaska, and has been roving and reporting on the world ever since. He datelined his cables "Geneva, Switzerland" from 1924 to 1933, came back from Europe last March, is now going out for "International News."



Hoffman

Many a U. S. businessman pins his post-war hopes to plans being shaped by the Committee for Economic Development. The man at the head of that organization is PAUL G. HOFFMAN, the one-time auto salesman who climbed to the presidency of Studebaker Corporation. His address: South Bend, Indiana. . . . DR. FRANCIS L. BACON is principal of Evanston (Illinois) Township High School, is a widely known educator.

—THE CHAIRMEN

THE ROTARIAN MAGAZINE

Editor, Leland D. Case

Business and Advertising Manager: Paul Teator

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Photo: Newman-Schmidt

Boy in Pittsburgh

This picture could have been taken almost anywhere . . . in London, Cairo, Brisbane, or Bloomington—wherever travel-fagged lads in uniform find the going eased by sympathetic civilians. It happens to have been taken in Pittsburgh, Pennsylvania—in a servicemen's center Rotarians back to the limit. If you'd read more, see page 31.

The Fight for Youth

By Archibald MacLeish

Librarian, U. S. Library of Congress

It is not for control of material things alone that the nations contend, says this distinguished scholar.

THE STRUGGLE in which our world is now engaged is in its essence a struggle to control the destiny of the generation now in childhood or in youth. Unless we on our side can demonstrate not by words only, but by actions, the essential character of the destiny we propose to achieve for the generation which follows our own and in what way the world we propose to create for that generation differs from the world the enemy proposes to create, our whole effort will lack an inward logic and a living force.

It is not merely to conquer other countries, it is not even to master raw-material supplies and routes and markets, that the Fascist reaction drives its armies east and west and south across the earth. Its stated purpose, declared in words and ratified by action, is to create out of the minds and bodies of the generation which will follow ours a new and different human world—a world which seems to us and to all men and women who have known the dignity and self-respect of freedom a debased and dreadful parody of life.

That the conquest of the generation now in its childhood and its youth is the true objective has been made apparent.

The world now knows the bitter fruitage of the educational program pursued in Japan for more than a generation. In Germany the Nazi party, by its system of education, its discipline, its publicity, its police, has produced in the short space of ten years a generation perfectly and terribly responsive to the Nazi model. And elsewhere in conquered Europe, though the methods have not thus far been successful, the effort to employ them has not failed. In Denmark and in Norway and on down, the first labor of the victorious Nazi has been to occupy by one means or another the lives and thinking of the young.

The peoples who refuse to ac-

cept a Hitler peace do so because they are unwilling to save their property from loss and their lives from danger at the cost of the surrender of the very objective for which the Fascists fight—the surrender of the freedom of the generation next to come.

But it is one thing to hold honest and courageous opinions and it is another thing to give those opinions life and power. It is one thing to realize with courage and with honesty that Fascism is in truth a revolution and that the object of that revolution is the creation of an empire, not over nations only, but over men's minds; not over rubber and iron and wheat and oil and trade and credit, but over the conduct of men, the convictions of men—even their deepest convictions.

The revolution of Fascism is a revolution produced by a profound crisis of culture and of history. And from such a crisis there is no issue but a revolutionary issue.

The crisis which has produced the Fascist revolution is a crisis from which we will not issue by arms alone. It is a crisis from which we will either issue outward on the clean and brightening flood of the great libertarian revolution or downward on the black and bloody waters of the revolution the frustrated and defeated peoples of Italy and Germany and Japan have already made. The world we will create or see created for our children will be the nightmare world imagined by the sick and feverish little corporal in the Landsberg jail or the sunlit world of which Lincoln spoke at Gettysburg — of which Jefferson spoke also when he said:

The earth belongs always to the living generation. They may manage it then and what proceeds from it as they please during their usufruct. They are masters, too, of their own persons, and consequently may govern them as they please.

We will either accept the revolution now made against everything we value in our lives as some frustrated and embittered spirits among us have told us we must accept it, having no choice but to accept, or we will pick up again the great American revolutionary theme of faith in man, faith in the people, belief in the dignity of each man alone and of all men together—and carry it through to the tremendous conclusions of Lincoln's dream and Jefferson's.

BUT we will do this, if we do it, not by words alone, but by words confirmed in action. We will not only declare that the Fascist revolution shall not attain its ultimate objective in the lives and in the minds of the generation which comes after ours, but we will make clear and visible, not to ourselves alone, but to every man, the nature of the world *our* purpose will create. We will make it clear by actions.

Freedom to speak, freedom to worship, freedom from want, freedom from fear—these are the names of noble and of honorable objectives, but they will be names alone unless we make them something more than names—unless we bring them to pass truly and with present meaning and for every man our purposes can reach, and first, and most of all, for those whose lives and whose convictions are the issue of this struggle.

Guest  Editorial



WE MUST HAVE JOBS READY *When John Cole*

JUST 21 years ago I had a rare experience. I was present at a banquet in Los Angeles honoring former Senator Cornelius Cole upon having reached his 100th birthday. He was born in 1822, and what miracles had passed before his eyes! Oxcarts had given way to automobiles and side-wheelers to ocean greyhounds. As a boy, doubtless he had recited the humorous poem about "Darius Green's Flying Machine" and laughed with his wise elders about the ridiculous notion that man would some day soar like an eagle.

But Senator Cole talked simply. "Remember, gentlemen," he told us, "I have sat on the knees of

Revolutionary soldiers who lost arms fighting for liberty. That liberty is very easily lost—unless we are vigilant and willing to do whatever is necessary to keep it."

He spoke to us in the lush days of peace. But viewed with the perspective given by events since September, 1939, when World War II opened, his words carry the foresight of an Old Testament prophet. Liberty, we have now come to realize, is something worth fighting for. And that being so, it also is worth the home-front effort necessary to bequeath it to our children.

If we want case studies of one way in which free men lose their liberties, review the history of Germany and Italy for the past decade. Hitler organized his Brown Shirts among the unemployed of Germany and Mussolini recruited his Black Shirts among the jobless youths of his country. In both instances there was too much unemployment for too long and that gave to men who had aspirations for dictatorships their great opportunity.

The Four Freedoms mean many things to many men, but to the average person in any country who has tasted the fruits of liberty, freedom starts with a job. To work and to be paid for work is the common man's understanding

of what Jefferson meant by the phrase "life . . . and the pursuit of happiness." That's the starting point of the post-war thinking of the boys in the fox holes and cockpits. Here's part of a letter from one of them, a private:

"As we see it," he writes, "the gist of the post-war planning consists of planning for 10 million jobs. The jobs we are thinking of are not handouts from a grateful country. They are not regimented jobs. Two or three years in the Army is enough regimentation for one generation of privates. We want the kind of job with a going and growing outfit where you can dig in and plow your way to the top according to your brains and guts. We want to work for concerns with enough vision, genius, and usefulness to make money, so we can make money. We want to take a big profitable part in the big job of rebuilding this big country. We want success.

"So here is a friendly warning which had better be heeded. When we come home, be mighty sure that we find business and industry in vigorous health and raring to go, not hamstrung, discouraged, and choked. We want to find a lot of that old pioneering energy and daring that built our railroads, farms, and factories. We want to find big ideas and big op-





John Comes Marching Home...

By Paul G. Hoffman

Chairman, Committee for Economic Development; Rotarian, South Bend, Indiana

opportunities. We want to see a green light to go ahead. We want to come back to a life where every man who is any good will be hard at work making worth-while things so that he and his may have the price to buy worth-while things."

That chap is, I feel, writing for all his buddies. With tortured memories of Dieppe and the Coral Sea and Tunisia, what will they think if there are no *real* jobs waiting for them? If to live they have to peddle pencils or apples or, worse yet, go on the dole?

Well, I can hear them asking some pretty sharp questions. "Why," they will say, "can our civilization that gave us employment when there were planes and tanks to be made and enemy industries to be bombed, not give us jobs in time of peace?" Lacking satisfactory answer to that, next won't they begin to wonder, as did the youth of Germany and Italy only a few years ago, whether the private-enterprise system is the right one after all? How will they react to the hue and cry that the Government take over factories and unions, farms and stores, to distribute the products of the nation's effort?

Personally I have no fear that the plotters on the left will put my country into a regime of regimen-

tation or collectivism when peace comes. But pressures could drive it into acceptance of some kind of homemade fascism or communism, whatever its name may be. And there is no pressure equal to that of unwanted idleness of millions of people. I speak as a businessman when I voice my belief that if revolution comes to America, it will not be through plotting, but as the direct result of default on the part of citizens, both in and out of government.

The National Resources Planning Board, in Washington, has "on the shelf" plans for more than 6 billion dollars' worth of public works. Great interregional highways and improvements for 3,400 airports have been studied and the work charted. The blueprints are ready—to be dusted off and put to use when, as, and if post-war unemployment requires. But we shall solve no problems if too high a percentage of our post-war employment is on public works. We businessmen also should lay our plans now, building a "work pile" of waiting jobs which will take care of the vast majority of men and women who want to work.

That's the task confronting

businessmen of all the democratic countries. A few figures will show the size of the task in the United States.

In 1940 there were approximately 46 million persons gainfully employed. By the end of 1943 it is estimated that 27 million persons will be in war industries, 24½ million in civilian industry, and 11 million in the armed forces—62½ million in all.

Not all those 62½ million, however, will expect or want jobs when the war is over. Probably 2 million will still wear uniforms. Many women will return to their homes. Thousand of boys will want to go to college. Many of the older workers will retire. Nevertheless, economists estimate that the United States must have 56 million persons gainfully employed two years after the war to assure a satisfactory level of employment. That means, *the United States must have 10 million more jobs than it had in 1940.*

The *real* job for the American home-frontier, then, is to find work for 10 million more persons than ever before were gainfully employed. We must face the fact that the most new jobs ever cre-

ated before in one year in the United States did not exceed 3 million, and that under the whip-lash of war the armed services could absorb only 4 million a year. So improved are methods and machinery of production that the production level of 1940 could be maintained with 18 or 19 million persons out of work—twice the number walking the streets at the worst of the depression.

We dare not be discouraged. There is good reason to believe we can achieve the task.

One potentially favorable factor is that the people will have money to spend to replenish their supplies of consumer goods. This year the American people will earn approximately 140 billion dollars. Taxes will cut away 14½ billion, but still some 40 billion will probably be put aside in savings. Last year it was 26 billion; next year it may be 50. The war's end may see about 100 billion ready for release. If it is thrown into the market before industry has reconverted and can supply needed goods, it could of course accentuate a post-war inflationary tendency. But it need not, if we manage wisely: that, at least, is the opinion of Dr. S. Morris Livingston, of the United States Department of Commerce, reached after a painstaking study. He foresees ten years of prosperity if taxes, rationing, and price controls are wisely tapered off in the transitional period to regulate the pent-up purchasing power.

And industry must plan boldly. We dare not wait until V-Day. We must start right away to build plans so that we may act quickly and surely when peace comes. Probably then we shall be turning out only 70 billion dollars' worth of civilian goods and services annually; that must be doubled within two years if those 10 million extra working people are to be employed productively.

Many big business firms are already laying their plans to do their share. They are compacting into not more than five years the developments in the way of new materials and new technology that ordinarily would come in about 25 years. But to get the needed volume of jobs, medium-size business and small business, even the very little fellow, must also get ready

for Johnny when he comes marching back to his home town.

To create a united front, the Committee for Economic Development—now popularly known as C.E.D.—was organized about a year ago with one purpose: to assist commerce and industry to make its maximum contribution toward maintaining high levels of productivity and employment in the post-war period.* It has two divisions—research, and field development.

To take the long-range view and to ferret out facts are the job of the research division. Dr. Theodore O. Yntema, University of Chicago economist, and a capable staff have already started work on these projects:

I. A preliminary analysis and exploration of the various problems in-

(a) A survey of post-war reconversion problems.

(b) Lessons from World War I and its aftermath.

(c) Liquidation of war production. (1) cancellation of war contracts. (2) disposal of Government-owned plants. (3) disposal of Government-owned surpluses.

(d) Removal of wartime controls: production controls, inventory controls, priorities, rationing, and price controls.

(e) Monetary and banking policy in the transition period.

(f) Changes in the tax structure in the period immediately following the war.

(g) Financing reconversion and rehabilitation of businesses.

(h) Transfer of workers to peacetime jobs.

(i) Provision for unemployed workers in the transition period.

(j) Post-war problems of agriculture.

(k) Post-war problems of international trade and finance.

To start job-getting action—right down at the grass-roots level of American life—is the task of the field development division. It has divided up the country into "regions," and experienced business executives are giving freely of their time to perfect an organization that will permeate the country's industrial and economic life, right down to the crossroads village.†

Here's a home-front fight for businessmen and professional men, householders and farmers—in every country. For everywhere we shall have the problem of re-gearing our economies from war to peace. If you, Mr. Reader, will make an extra job in your shop, your store, even prepare now to give employment to a carpenter in remodelling your home, you can have a part in this effort.

For when peace comes, we must be ready to race to high-level employment. The desire for goods will be in the people's hearts and money to buy will be in their hands, but we must be ready to put the idle millions to work. We must get jobs to the returned servicemen and the former war worker before long unemployment brings them fear and disillusionment and want.

If we plan boldly and have the courage to act boldly when peace comes, then the wheels will begin to turn in time. When it comes to providing post-war jobs, we can't chance bringing too little, too late.

Number 25

*in a series about
'A World to LIVE In'*

involved in achieving and maintaining high levels of employment and production.

II. A study of incentives for business enterprise and the impact of taxation on these incentives.

III. Studies of the economic problems of post-war reconversion and expansion:

*The board of trustees [past or present Rotarians indicated by (r)] are Chairman Paul G. Hoffman (r), president, Studebaker Corporation, South Bend, Indiana; Vice-Chairman William Benton, vice-president, University of Chicago; W. L. Clayton, industrialist and merchant, Houston, Texas; Chester C. Davis, president, Federal Reserve Bank, St. Louis, Missouri; Ralph E. Flanders, president, Jones & Lamson Machine Company, Springfield, Vermont; M. B. Folsom, treasurer, Eastman Kodak Company, Rochester, New York; Clarence Francis, president, General Foods Corporation, New York, New York; Lou Holland (r), president, Holland Engraving Company, Kansas City, Missouri; Charles R. Hook, president, American Rolling Mill Company, Middletown, Ohio; Jay C. Hormel (r), president, Geo. A. Hormel Company, Austin, Minnesota; Reagan Houston (r), industrialist and merchant, San Antonio, Texas; Eric A. Johnston, president, Brown-Johnston Company, Spokane, Washington; Harrison Jones (r), chairman of the board, Coca-Cola Company, Atlanta, Georgia; Charles F. Kettering (r), vice-president, General Motors Corporation, Detroit, Michigan; Thomas B. McCabe, president, Scott Paper Company, Philadelphia, Pennsylvania; Reuben B. Robertson, executive vice-president, Champion Paper and Fibre Company, Canton, North Carolina; Harry Scherman, president, Book-of-the-Month Club, New York, New York; John Stuart, chairman, Quaker Oats Company, Chicago, Illinois; John F. Fennelly, executive director; Carroll L. Wilson, secretary.

C.E.D. offices are maintained in the U. S. Department of Commerce Building, Washington, D. C.
†Of 162 regional, vice-regional, vice-district, and community chairmen, announced April 1, 1943, 77 are or have been Rotarians.



PRESIDENT Wheeler, with Rotary Board and Committee members, discusses the Work Pile project at an informal conference in Chicago.

Let's Heap the Work Pile **HIGH!**

An appeal to Rotarians: Act now to get jobs ready for ex-servicemen when the war's won.

THE FABLED Dr. Gallup has not, so far as I know, polled the boys fighting and sweating in and over Europe, the South Pacific, and the Aleutians. I'm sure he hasn't sampled the opinion of the chaps in prison camps who have more time to think. But I would wager that if he could talk to them about the sort of world they want to come home to, eight out of ten would right away speak up for "a good job."

So would you, so would I. Because men, being men, like to do things and to earn money to spend on things for themselves and those they love. Few satisfactions lie deeper. And if we who are at home want to make a contribution to the morale of the men in uniform—and we do!—let's start right now to have jobs ready for them.

Rotary International's Board of Directors believes this is a task for Rotarians of all lands. Even in the countries not at war—Switzerland, for example, or Argentina or Sweden—there will be the need for economic reorganization when the war is done. Unemployment then can upset the most elaborate

of theories, as we learned after World War I.

So to Rotary's Committee on Participation of Rotarians in the Post-War World has been given responsibility of organizing a Rotary-wide campaign to help build up a great "Work Pile." Its simple and practical purpose is to get Rotarians of every Club to become individual "spark plugs" in a community effort to line up work to be done after the war.

We Rotarians are not alone in this task. In every country there are agencies already at work planning post-war jobs. In the United States, for example, we have such organizations as the CED (Com-

mittee for Economic Development), the Chamber of Commerce, and the National Association of Manufacturers, as well as the Clearing Committee on Reemployment initiated by the Selective Service Board, and other governmental agencies. Rotary will work with them.

How? Not all the details have been worked out yet, but they soon will be! About the time you read these lines, representatives of the agencies named and the Rotary Committee will meet in Chicago to perfect coöperation. Meanwhile our Rotary Secretariat has prepared suggestions for Rotary Clubs. If you haven't seen this literature, write now to Rotary International, 35 East Wacker Drive, Chicago.

Conditions will vary from community to community. In some cases the local chamber of commerce will provide the operative set-up, as has been done in San Francisco; in others, as you will note in the story by my fellow Committee member Carl Zapffe, excellent results are obtained by setting up a new organization to direct the local job-finding cam-

By Paul B. McKee

Chairman, Committee on Participation of Rotarians in the Post-War World



Rotarian McKee, of Portland, Oregon, is president of the Portland Gas & Coke Co. and the Pacific Power & Light Co., a director of the National Association of Manufacturers, and a member, Committee for Economic Development.

paign. In many communities it will be a CED group that runs the show, as is the case at Peoria, Illinois. But who does it really makes little difference—if the work is done.

Nor does it make any difference who gets the credit. Rotary's policy always is to coöperate, not to compete or to duplicate. Charles L. Wheeler, Rotary's result-minded President, summed it all up when he said: "You'd be surprised how much can be done if nobody cares who gets the credit!"

"CHECK sheets" are the tools for this job. Armed with these, the worker will interview industrial executives, wholesalers, retailers, professional men, even householders. Paul G. Hoffman, CED chairman, whose article precedes this statement and which you should read, says the problem lies not so much in large corporations—most of which have already laid their post-war plans—but in the little fellow. He's the chap who needs a new sign on his store or a new roof on his home or a new chicken house on his farm. He is important—because there are so many of him.

Sample check sheets, which Rotary's Secretariat will supply you upon request, provide you with typical questions to get the needed information, whether the man you talk to is a tycoon or truck gardener, a mortician or a school-ma'am. Your survey will disclose plans for local public works—hospitals, water-system improvements, playgrounds, and so on—with an indication of what they mean in terms of employment for ex-servicemen. Eventually the data will be sifted, correlated, consolidated, and when added to similar information from thousands of other communities, we shall have some very good news for the boys now sweating and fighting out there.

It will be the best news we can bring to them to help them do their first job, which is also your first job and mine.

As Rotarians, we are incorrigibly concerned that the post-war world shall be a better world than we have had. Long before World War II broke, we were doing what we could to advance international understanding and goodwill

through a world-wide fellowship of business and professional men united in the ideal of service.

In February, 1940, the man to whose vision we are indebted for Rotary, Paul P. Harris, was writing in *THE ROTARIAN*, "We must plan for peace!" A series of articles, "We Face a Poorer World," was launched in September of that year, 15 months before Pearl Harbor, with Herbert Hoover and others pointing out why and how we should follow Paul Harris' advice. A second series of post-war articles, entitled "A World to LIVE In," has now been running in these pages for more than two years.*

Rotary's own post-war committee was first set up by President Tom J. Davis, following the Denver Convention of 1941. Under the expert chairmanship of Dr. Walter D. Head it has made profound studies of factors that must be considered as we seek to establish a world where men shall live and let live. On the foundations that have been so well laid, we shall build.†

We shall continue inquiries into ways and means of establishing a just and durable peace. On a planet so small that no point is more than 60 hours distant from any air field, men simply must learn to live together. Science has underscored with a red pencil the word "coöperate." If we mortals

don't learn its meaning in terms of exchange of ideas and trade, then our sons might as well get ready for a new Dark Age.

The countries making up the United Nations weren't ready when war came. Britain, Canada, China, Australia, the United States—all of us were peace-minded. Our factories were making refrigerators and automobiles and lace curtains, not tanks and bombers and machine guns. With amazing rapidity, however, we converted. Soon or late we shall have to reverse that process and reconvert. That, too, will bring problems. Machinery must be retooled or rebuilt or entirely replaced. Thousands of new materials, such as plastics, or new uses for old commodities such as are being described in the "Putting Science to Work" series will upset some old industries and make new ones.‡ Financing reconversion, cancellation of war contracts, disposal of war surpluses, Government-owned plants, staggered demobilization, retraining ex-servicemen and the sending of many to college, these are but a few of the problems now in the making. Rotarians, as alert business and professional men, should be informed about them and should prepare to meet them.

BUT right now, we have the Work Pile project. It calls not for theorizing, but for action. An immense stock pile of jobs, ready and waiting, is going to be the best answer we can possibly give to those who say the sun has set on individual enterprise and effort. Only a few diehards still pine for the *laissez faire* or every-man-for-himself and dog-eat-dog day. Civilization has become so complex and interrelated that there is need for the joint expression of a people through their Government in the form of some public works as well as postal services and police protection. But an inch is not a mile. The genius that invented the automobile and the airplane, radar and 120-octane gasoline, is not dead.

It lives in you and me and every other businessman. Let's pool it. Let's heap up a Work Pile so high that we surprise ourselves.

And the boys out there!

* See announcement of book of same title, containing many of these articles, on page 2.

† The membership of the 1943-44 Committee on Participation of Rotarians in the Post-War World is as follows: Paul B. McKee, president, Portland Gas & Coke Co. and Pacific Power & Light Co., Portland, Oregon, Chairman; Luther H. Hodges, general manager, manufacturing division, Marshall Field & Co., New York, New York, Vice-Chairman; Karl F. Barfield, managing owner, Barfield Sanatorium, Tucson, Arizona; Selwyn Gwilynn Blaylock, general manager, Consolidated Mining and Smelting Co. of Canada, Trail, British Columbia, Canada; Fernando Carbajal, civil engineer, Lima, Peru; David Antonio da Silva Carneiro, proprietor, David Carneiro & Cia, Curitiba, Brazil; C. Sylvester Green, president, Coker College, Hartsville, South Carolina; Walter D. Head, headmaster, Montclair Academy, Montclair, New Jersey; Jay C. Hormel, president, George A. Hormel & Co., Austin, Minnesota; Daniel L. Marsh, president, Boston University, Boston, Massachusetts; A. J. McKenzie, vice-president and general manager, McKenzie Construction Co., San Antonio, Texas; Roy A. Plumb, president, The Truscon Laboratories, Hamtramck, Michigan; Carl Zapffe, manager, iron ore properties, Northern Pacific Railway Co., Brainerd, Minnesota. (Two additional members are to be appointed.)

‡ For current installment in the series, see *Petroleum Goes to College*, by Gustav Egloff, page 40.

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Here's the Way

Brainerd, Minnesota, Does it!

By Carl Zapffe

IN BRAINERD we are all-out to win the war—but we don't draw any fine-line distinctions between that and winning the peace. To us it is all one and the same thing.

That's why we gray heads, who aren't any good at grinding over deserts and slogging through jungles any more, are up to our elbows in post-war work. We feel we're just doing our part on the home front.

Our Brainerd Civic Association, which corresponds to a chamber of commerce, got going on this many months ago. It set up a post-war committee of 13 members, of whom seven happen to be Rotarians, one a former Rotarian, two Lions. I suppose it was because I am a member of Rotary International's Committee on Participation of Rotarians in the Post-War World that I became chairman.

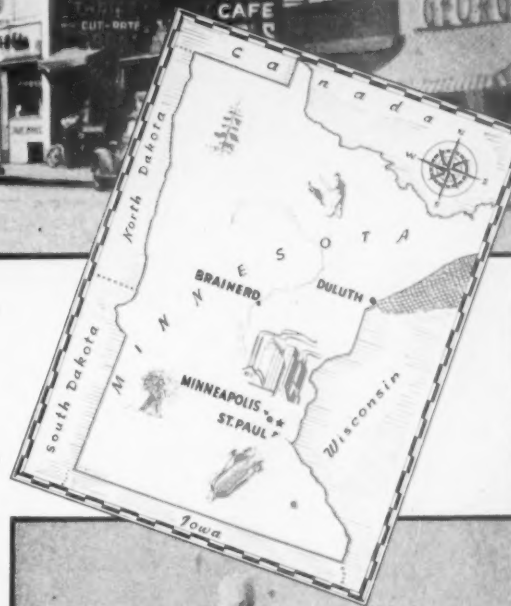
We decided right off to make

attendance compulsory at our luncheon meetings every Wednesday noon. Though we strung them out for three months we averaged 12 present. That speaks for the interest members took in our discussions.

What did we talk about? First we dumped into our discussion hopper all the post-war problems we could think of—easily a hundred. These were screened and rearranged into nine groups. Then nine of our members were assigned a group for study, each reading a six-to-ten-minute paper at a designated meeting. Two other members were primed to carry on discussion.

Here are the nine idea groups,

HARD WORK by committees preceded the public announcement of Brainerd's post-war job-making campaign, now going full steam with more than 200 citizens working on it.



THE BRAINERD DAILY DISPATCH

"to serve as best we can . . . FOR VICTORY!"

BRAINERD, MINNESOTA, TUESDAY, JUNE 15, 1943

VOL. 69—NO. 266

Price of Victory
TAKES AND
WAR BONDS
It Takes Both

Heart of the Lake Region

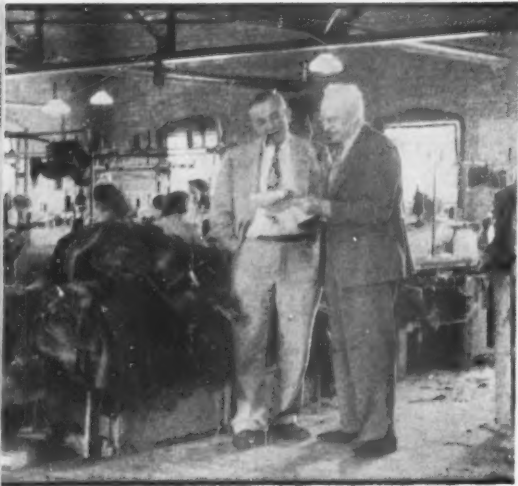
PLAN POST-WAR BRAINERD

Scatter Signs of an Invasion

Bottling Plants Inundated by Flood

Civic Association Panel Outlines a General Program

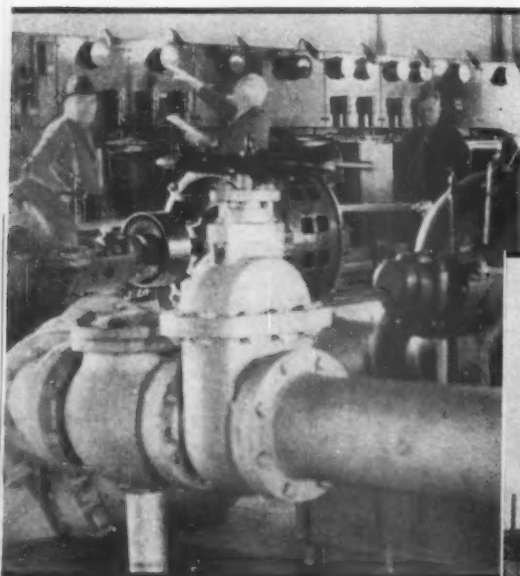
A picture of the Brainerd which will follow the war post-war program designed along financial, economic and structural lines for the purpose of meeting the requirements of the coming service men and women to restore to the community and its surrounding area a rehabilitation after war priorities ceased, was outlined last night at a dinner meeting of the Brainerd Civic Association at Club LaGoyale. The plan was presented in a round-table panel discussion by the post-war planning committee of the association.



THIS FACTORY has Government contracts. Some day it will reconvert, make civilian clothes again.



A WELDER in a Brainerd rail repair shop. Machinery here is now obsolete, must be replaced later.



ABOVE: Chairman Zapfe checks up on machinery needs at the city water and light plant. At the right, he and John Vanni, a fellow post-war committeeman, figure the timber requirements for a Northern Pacific new-car program.

which we now refer to as "panels":

- I. International and national finance.
- II. Free enterprise, government in business, lend-lease, surpluses.
- III. Detailed business surveys, business opportunities and changes, employment opportunities.
- IV. City and county public works.
- V. Agriculture — livestock, dairy products, grains, fruit, etc.
- VI. Industries—conversion and re-conversion.
- VII. Store, apartment, home repairing and building.
- VIII. Large projects financed privately or by State or city.
- IX. New retail products to sell and ways to sell them.

At a public *smörgåsbord* dinner (we bane live in Minnesot!) the committee staged a panel discussion. Each of the nine group leaders aired his story, putting emphasis on what it meant for Brainerd. A tenth speaker—a district judge—summed up the testimony and gave a "verdict" on what should be done.

And were the 150 people present interested? One doctor, who was to present a panel, was called out quietly—to deliver a child. He did, then hurried back, explaining he just *wouldn't* miss having a part in a thing so important.

Now our preliminary discussions are over. We know what we have to do. Our *action* organization is simple but effective. Each panel leader is chairman of a committee of from 15 to 30 citizens. That means we have about 200 Brainerdians at work, with the post-war committee of 13 acting as a steering committee.

What do we do? We are out *intelligently* to build a great "Work Pile" to make orderly employment for returning servicemen. It's not a hectic one-week campaign, but a from-now-on-out

task. The interest stirred up at the *smörgåsbord* dinner and by newspaper publicity is bringing excellent coöperation from everybody. Here's the questionnaire we use:

1. Name of store (or office).
2. Check the kind of business: (a) wholesale ☐; (b) retail ☐; (c) manufacturing ☐; (d) profession ☐; (e) trade ☐; (f) service ☐.
3. State principal commodity you deal in, or your profession, or service.
4. When the war ends, to how many will you be able to give jobs? (a) Additional—men —; women —. (b) Replacement—men —; women —.
5. Give an estimate of how many additional workers you could use when the war ends: carpenters —; masons —; painters —; mechanics —; farm workers —; drivers —; laborers —; office clerks —; sales clerks —; salesmen —.

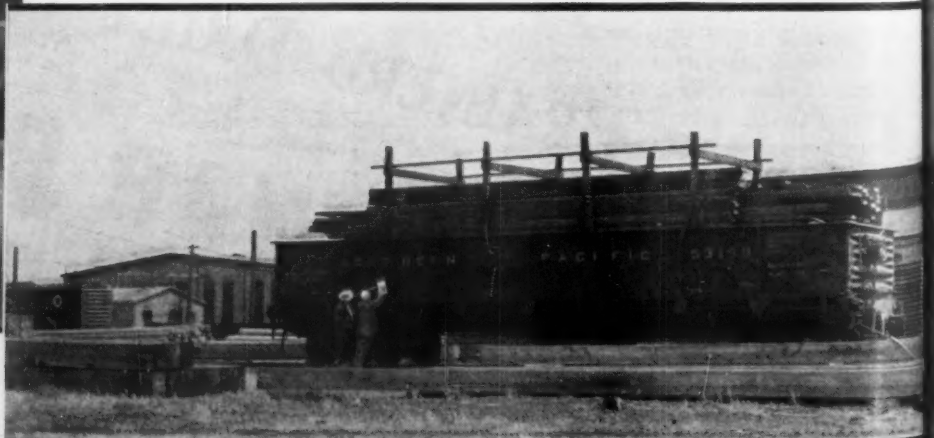
(It will be helpful to have you list whatever classification fits your case.)

6. Do you plan to build or remodel something when the war ends? Name type of structure and at about what cost. Do you intend to replace or increase machinery? About what cost?

7. If your business is not adequately covered by these questions, describe here what you believe you can do to provide or to increase employment.

Already we have learned that it will be profitable for our community to raise more turkeys, but fewer ducks. Woodchoppers should concentrate more on pulpwood than on cordwood. Our city water system needs enlarging—and that project should come ahead of proposed electrical-plant improvements, one reason being that the home-building program will occupy our electrical workers for some time after the war.

That's the sort of information we're gathering at Brainerd. It's practical stuff. But, remember that before we started to cut we had many thoughtful discussions to set the stage.



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Photo: Acme

'Our George and Our Bess'

ON THE EVENING of September 2, 1939, the civilian clothes of George VI, King of England, were put away in airtight closets and his uniform and field boots were laid out in his dressing room. The next morning, Londoners who passed the Palace on their way to work noticed the sentries were wearing khaki and steel helmets in place of their red tunics and bearskins. Since then Buckingham Palace has shed one by one almost all the trappings of royalty.

The Palace staff has been cut down to a skeleton by conscription and enlistment. Of the peacetime regiment of footmen, only three—all over military age—are left. To save cloth and washing materials the Palace servants have changed from their gorgeous red-and-blue livery with its real gold lace to dark-blue "battle dress," cut in the same style as the uniform of a British private.

All State functions—levees, banquets, the presentation of young ladies at court, etc.—have been

cancelled for the duration. The only regular entertaining done at the Palace are Queen Elizabeth's informal teas for foreign diplomats. And at these, "austerity" foods—rolls filled with watercress or fish paste and plain cakes made of wartime flour, just enough to go around—are served.

At the end of 1939 the young Princesses—Elizabeth and Margaret Rose—were evacuated to the country along with thousands of children from the capital, but the King firmly rejected suggestions that they be sent to safety in Canada. George and Elizabeth Windsor took their chance with the rest of London; Buckingham Palace has been their home since the war started. It has been hit several times: the Palace chapel is a ruin, the courtyard is pitted by bomb craters, and the Queen's quarters have been demolished by a heavy bomb that smashed through her suite and exploded in a drawing room on the floor below. Several days after one of these raids, an American visitor

to the Palace was amazed to see that the windows of the King's private apartments had not yet been repaired. "My windows have been fixed up three times in two weeks. Why haven't these?" he asked. The King's secretary replied: "I suppose it isn't our turn yet."

After the fall of France, the royal family got ready to defend Buckingham Palace corridor by corridor. The Queen was coached in rifle shooting and became a crack shot with a .303. The King learned to fire a "tommy gun" from the hip in what he calls "cinema style." The royal family were even prepared to carry out the scorched-earth policy; in the Summer of 1940 the Palace was heavily mined and would have been blown to smithereens before it fell to the Nazis.

Aircraft spotters recruited from the Palace staff take turns at duty on the roof, and three have been killed in raids. The King has taught all members of the royal family [Continued on page 55]

This royal couple has won a place in the hearts of all Britons by sharing the vicissitudes of war.... An intimate word-portrait by Charles J. Rolo.

EUROPE

*Where the Cupboard
Is Almost Bare*

ALBIN E. JOHNSON

A firsthand account of the food shortage, by an American newsman

SO YOU THINK you're hungry? You consider one pound of coffee a month and one pair of shoes and meatless Tuesdays a hardship? If you expect to get even one tiny crocodile tear from a foreign correspondent who has been in war-torn Europe and the so-called neutral countries or on the fringes of occupied regions, you're in for disappointment.

If there is one word, in any language, that has priority importance these days, it's FOOD. Even in New World lands of plenty, food is taking on a new significance. Europeans, who have always considered eating an art and gastronomical delights one of the justifications for existence, no longer live to eat. They eat to live. Food is their all-absorbing topic of conversation in drawing rooms, on street corners, or wherever two or more people meet. It actually has superseded that once universal but now much taboo (for military reasons) subject, the weather.

It was a fortnight after Christmas that I visited an old friend whose apartment, in Lincoln's Inn Field, just off Fetter Lane, overlooks one of the most thoroughly blitzed spots in London. On a lone plate, on a lone table, in the center of the living room was a lone orange—a small, sickly looking, rapidly upshrivelling orange. It attracted my attention chiefly because I suddenly was aware that it was the first piece of citrus fruit—or, in fact, fruit of any kind—I had seen in England or Ireland. I picked it up. It was beginning to spoil.

"Why on earth don't you eat it?" I asked. The response was pathetically simple.

"Eat it? Why it was given to me as a Christmas present from my boss, the Minister of Foods. If I ate it, it would be all gone. This way I've enjoyed it for over two weeks." So saying she picked it up almost reverently, smelled it

deeply, and placed it back on the plate.

"Every day I touch it, and smell it, and eat it vicariously, until the time comes when we'll have lots of oranges again."

A few days later I was at the home of a former official of the League of Nations. In happier Geneva years we had often shared adventures in good eating at famous cafes on the shores of Lac Léman and in Swiss inns tucked away in the Rhone and Chamonix valleys. Served as a side dish at our luncheon of the regular three-course meal, which Englishmen religiously impose upon themselves in conformity with ration regulations, was a medium-size boiled Spanish onion.

"You've been robbing a bank or playing with the black market," exclaimed the astonished husband. "Neither," explained his proud wife. "Michael (her son and an officer on a destroyer guarding trans-Atlantic convoys) brought these from Bermuda on his last trip and I've been saving them for just such an occasion."

IT'S over in Finland, however, that you really get down to fundamentals and learn about bare subsistence levels. Rationing allows you so much of this and so little of that, but the law of supply and demand overrides the law of the land. Either there are or there aren't certain commodities to be had.

In Helsingfors you can *legally* buy your best girl one pound of candy a year—a quarter of a pound every three months. That's one evening's helping for an average American girl with a not-too-sweet tooth. But try to get it!

Then there's the matter of soap, ordinarily considered a most vital necessity in a civilized community. Little boys who hate to wash behind the ears have a break in Finland. The Finnish ration

laws permit you to buy 125 grams of soap every three months. That's about a pound a year or four average-size cakes. But the stuff you get would never pass for soap in either the United States today or pre-war Europe. It doesn't leave a skin you love to touch nor does it chase dirt—unless you scour.

Sugar, spices, coffee, tea, wheat flour, and conserves are mere memories in Finland and, according to reliable reports, in most occupied countries, such as Norway, the Baltic States, Poland, and the Balkans. As for fruit, children under 10 years wouldn't even recognize a banana in a picture.

While coffee is plentiful and unrationed in England, because Englishmen normally drink very little of it and there were huge stocks on hand at the beginning of the war, it's a luxury in Sweden, a heavy coffee-drinking country, and unobtainable in Norway and Finland. In Denmark, where for some unexplainable reason it is found in the black market, it costs \$16 a pound. An ersatz made from roasted acorns, burnt barley, or other grains is the prevalent morning drink in most of Europe. In Finland even ersatz is rationed, although God knows why, because it's undrinkable, doesn't taste at all like coffee, and barely resembles it in appearance. Sweden keeps coffee consumption down by very high prices and permits non-coffee drinkers to exchange their coupons for additional tobacco. But even tobacco is strictly limited, a half-decent cigarette costing a dollar for a package of 20. Recently Swedish tobacco lovers were driven crazy when the Government diverted a shipload imported from America into the manufacture of an insecticide for use on farms.

Bread has always been the staff of life for Europeans. These days it, too, is a luxury. In Sweden, which raises almost enough grain

in a good harvest year to meet domestic demands, decent bread in limited quantity is still obtainable; in Britain bread is eatable; in Finland it's an insult. The starving Finns, however, are thankful to have a mixture that is about 60 percent potato flour, 25 percent cellulose (sawdust), and 15 percent mixed grains—wheat, oats, rye, and barley. Toasted, it can be eaten, especially burned crisp.

IT'S the once-lowly potato that has really come into its own in wartime Europe. In neutral Sweden the proletarian spud ranks among the elite in foodstuffs. It's against the law to peel it before cooking, and bad taste to do so before eating. The Riksdag (Parliament) has spent hours in debate upon its price, distribution, and subsidies to growers. In both Sweden and Finland it is against the law to use it for making alcohol, aqua vitae, vodka, or similar spirits. Cellulose is used instead, although in Sweden distillers mix a little sugar with their wood to concoct the once-famous Swedish punch. Grain is far too valuable to be wasted on alcoholic beverages where people face starvation.

While the burden of sustaining life has fallen heavily on potatoes (all over England posters plead with the public to "Eat Potatoes—Save Bread") the effect of a predominantly starch diet on populations accustomed to large amounts of protein is very noticeable. In Sweden entire districts were "Galluppled" to ascertain the state of public health. It was found that 46 out of every 100 persons, in widely scattered groups, had lost weight under rationing. Of the others, most of whom were engaged in sedentary occupations and took no exercise, the majority had remained stationary. A few had gained, but the starchy pounds they had put on were unhealthy. Workers and people in active pursuits invariably had lost weight because of the lack of meats and energy-producing diet, and also reported that they tired easily and no longer were interested in going out at night to movies or entertainments, much preferring to retire early or sit around the fireplace.

It's the younger generation that is showing the most immediate ef-

fect of rationing. In Finland there are some 300,000 children of school age. Ten percent of these—all under 10 years of age—have been sent to Sweden and Denmark to recover or convalesce from sickness. Many thousands still remain with their foster parents and, it is hoped, will not have to return to their homes until the war is over. The Swedes also have their problem and are now making X-ray examinations of every school child in the country in an effort to combat tuberculosis.

At the University of Helsinki, where the 50 percent normal enrollment is more than 85 percent women these days, Professor Osten Holsti, a lecturer who once practiced medicine in the United States, has found that students are mentally incapable of assimilating lectures for more than 20 minutes. Longer courses are useless. Only soldier-students, on leave from the front, and who have had balanced

diets, are capable of concentrating over customary lecture periods. In urban Finland one could safely estimate a per capita weight loss of from 10 to 30 percent for the adult population. The farmers do a bit better and "chisel" some extras from the foods they produce, before sending them to the cities. In the Summer, eggs and vegetables help out, and wild berries supplement the usual diets. Finnish children last year picked 10 million quarts of berries in the forests during the Summer months—a welcome addition to the nation's food stocks. Canned without benefit of sugar, however, they made an unpalatable dessert, albeit providing a certain needed vitamin content.

Excepting occupied regions, Finland's ration provides a good example of what most of belligerent Europe is eating these days. And, according to Foreign Minister Ramsay, who formerly was Minister of Supply, today's ration

"SOMEWHERE in Occupied Europe," famous cartoon by Shoemaker in Chicago Daily News





A FIELD KITCHEN set up to alleviate hunger in a Czechoslovakian village following the invasion.

Photos: Acme; Three Lions; Evans from same



CROWDS like this met ships bringing Allied food to Syria. . . (Below) An incident in a Paris slum.



is much better than the ration of a year ago.

Here's a summary of what the law allows in Finland—but it must be remembered that more often what is permitted and what is obtainable are two entirely different matters:

An adult, doing hard physical labor, is entitled to one pound of beef or veal and one-half pound of pork per month.

If obtainable, butter is rationed at one pound per adult per month.

Potatoes are rationed at ten kilos, or about 22 pounds per month or two-thirds of a pound per day for a workingman. That means three small-size or two medium-size potatoes for two meals.

Meats for the general public can be purchased up to eight Finmarks' worth (at today's and the nominal exchange rate, about 16 cents) per month. But steaks are nonexistent and veal, pork, and mutton very hard to get except on the black market.

Flour—usually ground grains of several kinds—is rationed at 16½ pounds per person per month and until recently was only 13 pounds monthly. Included in this quota, however, are also meals of various kinds which go into porridges.

Butter is a luxury and margarine, the universal substitute, is nonexistent. One pound per month—which includes other fats—is the legal ration.

Milk, obtainable in fairly ample quantity in the Summer, is rationed at one ordinary glass per day per person.

Onions—for which an average housewife would mortgage her soul—are limited to 250 grams (about half a pound) every two months. Most other fruits are unrationed, but prices are impossible. Poor oranges, which appear sporadically, sell at about 75 cents per pound.

Fish appear on the markets at unpredictable times, keeping the housewife on the alert. If she was lucky, she was permitted to buy about 15 pounds in 1942.

Coffee and tea are nonexistent, but an ersatz, which it is claimed has 15 percent coffee in it, is rationed at one-half pound per month.

Rabbits, fowl, and wild game are on the "free list." But "rabbit" should be spelled "fox" and wild fowl is usually so gamey when it reaches a restaurant that its appeal has vanished.

They call it tobacco—but the less said about that commodity, the better,

Back in 1941, Finland, at war with Russia, was prevailed upon by Germany to sign the anti-Comintern Pact. Her reward was 60,000 tons of foodstuffs. She is absolutely dependent upon her Axis neighbor for 40 percent of all her food. With a blockade and with starvation facing her, there was no alternative. Yet an empty breadbasket and the wolf on her door-

step have not forced her to sign the Tri-Partite Pact and become a member of the Fascist bloc. When potatoes are rotten and bread is inedible, they are still referred to by the Finns as "Comintern potatoes" and "Comintern bread."

In the good old U. S. A., restaurant patrons get a break. With money—and there seems to be plenty of it around—one can still eat unlimited quantities without getting up from the table or leaving the same place. In London it's a bit harder. You need no ration card for restaurants, although a waiter will serve only one meal to a person at a sitting, and that limited to three courses or five shillings' expenditure. Swanky places get around the quality barrier by adding a stiff cover charge, but the three courses are never exceeded. A soup or hors d'oeuvres, an entree, and a dessert are regulation. Coffee and drinks are extra. The maitre d'hôtel or waiter may "save" a portion of joint for old customers, but a late diner will inevitably find the menu exhausted and only sausage or mushroom available.

As for the sausages, by law they must be 10 percent meat. The champignons would be wonderful if there were butter, but a grilled mushroom, even when smothered with mustard and sprinkled with salt and pepper, is hardly appetizing. And the "potato flour" sausage ranks even lower. Its only justification is that it is filling. And as for eggs? That's what they call them. The English ration permits about one egg (with shell) per person per month. In Sweden it's better, but in Finland the hens don't lay anymore because there are no hens. The powdered variety of scrambled egg resembles cornmeal mush on the thin side with an indefinable flavor.

To write more about the subject would be *repetition generale*. It's the same story with different characters in a different locale. The stories that come out of Belgium, Poland, France, the Baltic, and the Balkans would be unbelievable if truth were not stranger than fiction. The seamiest side of war is not on the battlefield. There a man usually dies with a full stomach. Behind the battle lines people—mostly children—just die.



FULL CHEEKED and bright eyed, these two French girls are ready to leave Switzerland for home. . . . So is the ver-ry shy lad from Serbia.

Swiss Feed Refugee Children

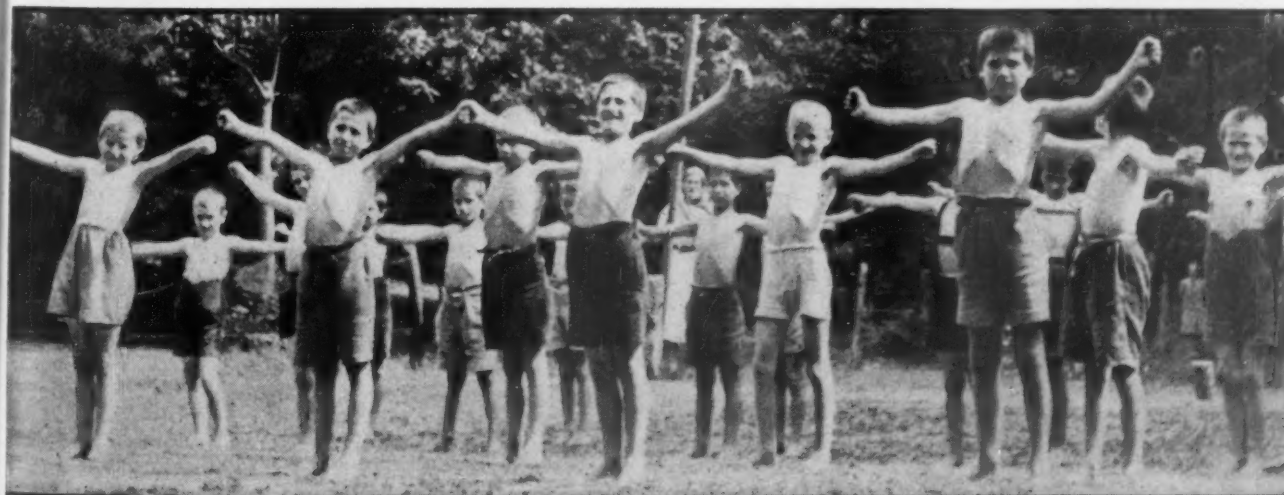
UNRATIONED doses of happiness—that's what 40,000 refugee children of war-stricken Europe are getting every year in hospitable Switzerland. Freed of fear, away from hunger and want, 4- to 14-year-old boys and girls are placed in private homes and in centers. These photos show French and Serbian youngsters vacationing for three months in camps sponsored by the Swiss National Red Cross.

Older French boys—138 of them—spent six weeks in the Alps thanks to Swiss Rotarians, led by the Rotary Club of Geneva. A grant from Rotary International helped (see *French Boys Fatten on Swiss Food*, April, 1942, ROTARIAN). Rotary Clubs also financed a camp at Sissach, near Basle. And many a Swiss family, touched by the pathos of suffering children, has opened its home to them. Wholesome food and sturdy clothing and the clear, fresh air of the Alps are thus helping to transform undernourished children into healthy boys and girls—who may be the hope of a new Europe.



THESE boys are raising their ribs with plenty to eat—lots of milk, bread, vegetables, and meat.

"ONE-two-three-four!" Balkan boys (below) forget the war and push out their chests again. Color replaces pallor in their cheeks as they enjoy the fresh air at Ticino.



POST-WAR DRAMA: ACT I, SCENE I

By
Herbert H. Lehman

Director of the United States Office of Foreign Relief and Rehabilitation Operations; Former Governor, New York State

In North Africa and in Sicily it has started . . . First the armies restore order, then as soon as it is expedient the task of helping liberated peoples to help themselves is turned over to trained civilians of the United Nations.



ABOVE: Citizens of Licatta, Sicily, studying notices posted by AMGOT. Most of the island's 4 million citizens are reported as cooperating "wholeheartedly" with the emergency measures imposed by decree by the liberating armies.

BELOW: A Los Angeles private breaks up a one-donkey traffic jam at Comiso. . . . As rapidly as possible, the task of restoring order is turned over to trained United Nations civilians who, in turn, cooperate with proved local authorities.

Photos: (above) Acme; (below) International News



EVEN NOW, while the military issues of World War II are being furiously contested, the post-war task of the United Nations has begun. It is to set the regenerative forces of democracy to work, helping liberated peoples to help themselves to rebuild a system of order.

In the initial stages, these activities must be carried on by the military—just as they were initiated during July in Sicily by AMGOT (Allied Military Government of Occupied Territory). Titular head of AMGOT is General Sir Harold R. L. G. Alexander, and the personnel is in large part supplied by men trained in the U. S. Army's School of Military Government at Charlottesville, Virginia, and by the Civil Affairs Service of the British Army.

As rapidly as is expedient and feasible, administration of relief in liberated territory is transferred to the civilian organization. The United States has its OFRRO (Office of Foreign Relief and Rehabilitation Operations) for this purpose, which it is hoped will be incorporated into a broader body to be set up by the United Nations at a conference to be held soon within the United States.

In North Africa we can see the outlines of the pattern of United Nations relief and rehabilitation. Algeria and French Morocco had suffered but slight devastation. The populace was plentifully supplied with funds, hence in little need of "direct" relief. Activities here, therefore, were directed principally to directing (through the Red Cross) the feeding of malnourished children. Some 200,000 of them were given daily rations of powdered milk; about 5,700 "political refugees" also needed aid.

In Tunisia, not only was there considerable devastation, but many refugees required a direct relief program. OFRRO's repre-

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IN AFRICA: This American doctor
dministered vitamin tablets—which were
from his own personal supply.

BELOW: Dunking doughnuts is some-
thing new for these Moroccans, but they
need only one brief lesson by experts.

Photo: (above) U. S. Army from Aene



THE SIGN, in French and Arabic, says, "This milk is given by the Allies
and distributed free to children of North Africa by American Red Cross."



SPANISH Republican prisoners, in a
camp at Berrouaghia. OFRRO fed
and clothed them. Many immedi-
ately went to work for the Army.



THE RELIEF STORE in Medjez-el-Bab, Tunisia, in the only building left with a roof after the heavy fighting there. Note that the French as well as British and American flags are displayed.

Photos: Signal Corps from OWI



ABOVE: Arab women joyously examining muslin in a store run by a local tradesman for OFRRO. They hadn't seen yard goods on sale for a year.

BELOW: A bargain-counter rush! Arab women staged a near riot at one OFRRO relief market over the remaining three secondhand garments.



representatives, working closely with a detachment established by General Dwight D. Eisenhower, were at work in towns but a few hours after Axis forces had been expelled. When civilians emerged from hiding places in the hills, truckloads of food, clothing, and medicines were waiting. Within two days after Axis forces were at bay on Cap Bon, OFRRO men were at work in the city of Tunis.

People had money, so a series of "relief stores" was set up in each of 19 administrative districts of Tunisia. Ration tickets were issued, certifying to the need of applicants; authorizing them to purchase goods at prices somewhat below the fixed legal prices to be established when goods are normally obtainable.

Opening of these markets was occasion for a celebration. Allied flags were flown and signs, "Merchandise Des Allies," displayed. Each head of a family passed down lines of tables, usually arranged in the village square, having his card punched for four kilos of flour, two kilos of sugar, one kilo of rice, four cans of milk, one cake of soap, one secondhand dress or suit, and so on. By July 1 such markets had been opened in 28 cities and relief had been provided for 100,000 persons.

A similar program of relief first, then rehabilitation, has been initiated in Sicily under the supervision of the military. As the news filters through to oppressed people, not only do they make the way easier for the armies of liberation, but in their hearts are planted the seeds of a great hope.

Thus it is not military necessity alone that compels us to take relief and rehabilitation measures. Millions of people have been plundered, despoiled, and starved. Unless the United Nations join in extending a helping hand, we can anticipate with certainty that the liberated areas for decades will suffer from disrupted economies, crushing burdens of unemployment, shattering inflations, and internal turmoil.

We must frankly recognize that freedom from want is a basic component of any enduring peace. To secure a stable world economy, we must help liberated people as rapidly as possible to attain a self-sustaining basis.

YOURS vs. Goose-Step IDEAS

Comment on plans now afoot for reeducating Axis youth to the ways of free peoples.

By Francis L. Bacon

Member, Educational Policies Commission,
National Education Association; Rotarian

*For Hitler we live,
For Hitler we die,
Our Hitler is our lord
Who rules a brave new world.*

SINCE 1933 all the children of Germany have lustily sung this jangling ditty. "Let me die for Hitler," cries the 9-year-old in the delirium of pneumonia induced by a long forced march which was too much for him. Italian children were taught that to die for Mussolini was a beautiful achievement. In Japan, children have been taught to do anything that comes as a request from the divine Emperor of the Sun.

In Germany, youngest of the totalitarian nations, all forms of intellectual expression are restricted, if not denied; secondary education is broken up; military and narrow technical training offer the only substitute; women are removed from all higher education. When the war began, all but four universities were closed. All informed commentators and correspondents agree that the Nazi philosophy has been made effective only because it has been systematically inculcated in youth. That is the Axis pattern; dictators gambled only after they had reared a generation in totalitarian ways.

Their defeat and a military victory for the United Nations seem now to be but a matter of sustained effort and time, but what of the equally important victory over the ideas that have been



Photo: Aenne

"HEIL! Hoch Heil!" A crowd of Hitler Youth salutes their Führer. How to reeducate these thoroughly Nazified children for life in a cooperative world is a problem already engaging educators.



Photos: Black Star; Publishers' Photo Service

EXPRESSIONS of Japan's intense nationalism, the flag of the Rising Sun adorns a kite, and military gear burdens a small schoolboy. To the Japanese, the will of the Emperor of the Sun is law. . . . (Below) Balilla boys—an Italian Fascist children's group (now probably disbanded).

Photo: Dasi from Three Lions



carved in the gray matter of Axis children? Herein lies the ultimate post-war problem. It must be solved if World War II is not to be a curtain-raiser for an inconceivably worse World War III.

Though we speak of the inalienable rights of man—as rights with which we are endowed at birth—we must face the practical fact that freedom must be desired passionately, and then often can be secured only by unlimited sacrifice and devoted endeavor. The Magna Charta and the Bill of Rights attest that. It was only through bloody and exhausting effort that the American colonists could maintain the rights of Englishmen and establish “one nation, indivisible, with liberty and justice for all.” Democracy, both on the level of understanding and experience, is something that grows.

But in Axis countries there is no tradition of democracy. Patterns for political reconstruction in terms of representative government are tragically nonexistent. Nor are there the roots of a desire for permanent peace.

How, then, can a military victory become an enduring victory for the Four Freedoms? Surely not by political fiat; certainly not by economic strangulation. Both methods have been tried and have failed. Yet we must face up to the challenge of developing ways in which the peoples of the earth—including 69 million Germans, 73 million Japanese, 45 million Italians—will live and let live.

ONE method has not been tried—yet it is the one that holds greatest promise of success. It is the method of the consulting psychologist, the enterprising yet kindly disposed teacher, the technique of the expert educational reconstructionist. Political and economic reconstruction cannot succeed without social rehabilitation.

We saw how that worked out in the Weimar Republic, following the last war. Millions of dollars were poured into Germany—and they failed to forestall World War II. But the Germans were not conditioned to accept democracy. Indeed, many never acknowledged defeat in 1918, holding that they were falsely inveigled into an armistice by Woodrow Wilson's Fourteen Points.

This time we face the problem with more understanding. Some of the difficulties we shall face are easily listed: At the outset the United Nations must agree on plans and methods—e.g., the kind and degree of coercion, if any, to be used, and whether a central educational agency should be supervisory or advisory. An emotional and intellectual substitute must be supplied peoples suffering from an inferiority complex for the glorification of war, the supremacy of nationalism, and the deification of a leader. The virtues and effectiveness of representative government must be exemplified. Finally, men must be led to believe that war is stupid, futile, and eventually ruinous. The true hope for achieving this ultimate objective lies in the children. Given time enough and unrestricted persistence of effort, the prospects are good for a crop of people who are willing to keep the peace of the world.

But just as we cannot wait for nations of the world to understand each other, neither can we wait for the infants of the Axis countries to grow up before we think about an insurance policy against World War III. We must start as soon as the war is over, and work with the whole people.

With some such purpose in mind, the London International Assembly was formed in 1941 by a number of intellectual leaders from the various United Nations. It is an unofficial body without definite commitments, but has issued a report which emphasizes that all attempts at reeducation in the enemy countries should, from the first, be under the direction of educational experts rather than professional soldiers and that a permanent International Organization for Education is highly necessary.

In the United States among a number of unofficial proposals and miscellaneous suggestions, there is the rather substantial presentation of the Educational Policies Commission issued in May, 1943.* This Commission, jointly sponsored by the National Education Association and the National Association of School Administra-

* Educational Policies Commission, *Education and the Peoples Peace*, National Education Association, 1201 Sixteenth Street, N.W., Washington, D. C.

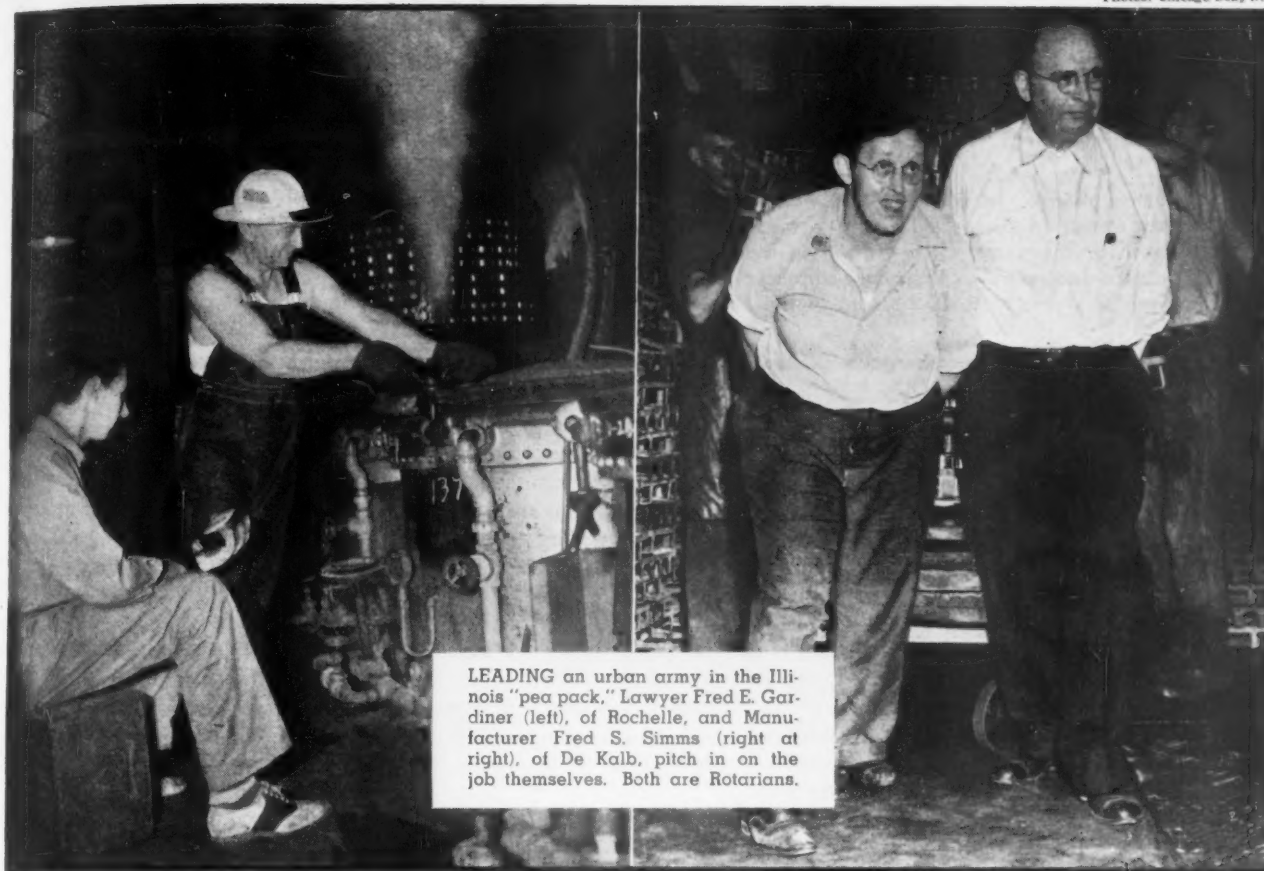
tors, represents over 200,000 public-school teachers and officials.

It proposes that the United States and Great Britain lead the way with a temporary conference on the rôle of education; and that there follow as soon as may be a United Nations council on educational policy. This body would begin thoroughgoing advance studies of the whole educational problem in Axis countries, but among a number of items listed for immediate action is education of Axis prisoners of war, to be offered on a voluntary basis. The Commission believes that the operating functions of the United Nations council should be taken over by a permanent international agency for education.

REEDUCATION of peoples will break new trails. Every known device and method for influencing the public mind must be employed to get men and women and children to realize the benefits of all people living together in peace. Educative factors are left to the natural integration of democratic life in such countries as Britain and the United States; in Axis lands they must be consciously directed toward desirable ends by centralized control with, let us hope, leadership and participation by the people themselves.

That is no forlorn hope. The Germans, for example, have been a well-educated people. Properly and wisely encouraged, the older educated classes and the liberals can be expected to help in the process of reeducation of the misguided generation. Ample new materials of instruction must be readily available and presented as opportunities for self-help, not as thin pabulum of the conqueror.

If we fail in these efforts to draw out and to expand the submerged democratic elements in all lands, then there are dark days ahead indeed. For the unthinkable alternatives are to enslave or to continue to kill people, indefinitely. Teaching people to live together is a high challenge. It is the last high hope of men of goodwill. It is worth all the effort we can make. But it is a task to be undertaken with a mead of humility arising from a consciousness that the best way to teach is not by precept, but by example.



LEADING an urban army in the Illinois "pea pack," Lawyer Fred E. Gardiner (left), of Rochelle, and Manufacturer Fred S. Simms (right at right), of De Kalb, pitch in on the job themselves. Both are Rotarians.

Getting in the CROPS

They must be saved to the least peapod, and will be...as townfolk like these flock out to field and cannery.

WHEN peas ripen, they have to be cut—and right now! Cut, they must be shelled, canned, and cooked within five or six hours. Otherwise they'll "burn." That's why it looked so bad in the great pea lands of northern Illinois a few weeks ago. A bumper crop hung on the vines. Yet there were few "hands" to harvest it, fewer to pack it. Would it harden and mold in the fields?

Volunteering businessmen, housewives, children, and teachers recruited from many Main Streets answered that. They got in the crop, put up the pack.

The story is not unique. It's happening everywhere—maybe in your town. And Rotary Clubs and Rotarians are helping. That is as it should be—for it is these local actions that will ultimately win the great Battle for Food.

GIVING shorthanded farmers a lift is a timely activity of Rotarians of Fredonia, N. Y. Here they are saving a raspberry crop.



Pay Women Equal Wages?

Times change. In World War I, women workers averaged 25 to 50 percent less than men got for the same work. Today in many industries equal pay is the rule—although in the United States some 20 percent of the 16 mil-

lion women workers still get less just because they are women. Is this justifiable—right or wrong? To get a sample of thinking in America, we polled some 50 Rotarian employers, here present a cross section of replies.—Eds.

Yes, When They Earn It

Says P. Hicks Cadle

*Meat-Seasoning Manufacturer
Denver, Colorado*

I RECALL that an early survey in New York State showed that women's wages were approximately 55 percent of those paid men in similar jobs. Many codes drawn up under the National Industrial Recovery Act included provisions for such differentials. There were reasons for these: lack of training and work experience, a higher rate of turnover, less mobility because of family ties, etc.

But this is war, and, equal pay or not, employers must face the fact that industrial jobs will be done increasingly by women until the end of it. Estimates by the United States Department of Labor are that by the end of 1943, some 18 million of the nation's workers will be women, with 6 million of them in direct war production. And did I not read in *THE ROTARIAN* that 6½ million women are at work in Great Britain?*

Women are filling men's shoes around the world. Their pay envelopes should attest that fact.

No, but We Do

Replies Richard H. Wells

*Proprietor, Idaho Lumber
and Hardware Co.
Pocatello, Idaho*

I PAY EQUAL wages for equal work, but I don't believe that doing the same work equally well should determine the amount of pay. Suppose you have a man and a woman working beside each other. The man has a wife and

family to support. The woman has no dependents, and perhaps she has a husband working elsewhere, earning additional money. I think it would be wrong to pay them equally. If the woman should chance to be a widow with a family to support, it probably would be just and fair to pay her the same as the man. In other words, I believe that both equal work and equal responsibility should be considered in determining pay.

Economists take this into consideration in what they describe as a "living wage." Because not all employees work to support dependents, there are blocks of workers eager to work for smaller pay than they would require if they had families dependent upon them. Thus, a "living wage" to them is less than it would be to a worker with family responsibilities.

As an emergency measure, it is fine and patriotic that women should attempt to do the work of men. But I feel that after the war we should return the responsibility for supporting families to the men and should make every effort to induce women to become wives and mothers. I do not believe a home can be adequate with a working mother. Homes permanently broken weaken social morals and character.

Yes, but We Don't

Counters Walter G. Swanson

*Vice-President of the San Francisco
Convention and Tourist Bureau
San Francisco, California*

I N A FIELD in which a woman can prove equally capable, she should have equal wages, but a multitude of problems arises

when women move in on men's jobs. We don't pay equal wages, and I doubt that most employers do.

Most employers would not pay an inexperienced young man the wages of an experienced older worker. Women are not so strong as men, and in normal times they are more likely to leave their jobs—for marriage, for example—and to cause the employer to lose the investment he has made in training them. On the other hand, an employer should pay for performance on the job, and it doubtless is discrimination not to pay equally for equal work.

It seems to me equal pay in itself will not keep women at home or tempt them away. Women who want to work do so for reasons other than money alone, as is proved by the fact they are willing to work for smaller wages.

It's Today's Trend

Reports W. R. Ronald

*Publisher, Daily Republic
Mitchell, South Dakota*

I PAY EQUAL wages for equal work. It's the definite trend. As for the future, if the man of the family receives his fair share of the national income, women will be less likely to compete with him for employment.

There is, however, another factor of foremost importance in any consideration of post-war employment. It is the laborsaving machine. It will have first call, whether its competition be men or women. Flesh and blood cannot endure against steel. I read recently of a rubber factory 16 stories high. Nine pairs of hands operate the whole machine-filled establishment. That produces rub-

*See *Britain's Working Women*, by Virgil Pinkley, January, 1943, issue.—Eds.

ber, yes—but it feeds few mouths. And we can expect more and more of this sort of thing. What can we do about it? If we don't put competitive production beyond reach of these inanimate fingers, ordinary employment will no longer meet living costs.

Our 62 Women Do Well

Says George W. Harris

*President, Harris & Ewing
(Photographers)
Washington, D. C.*

OUT OF 100 employees, we have 62 women, 20 of whom have been with us more than 18 years. We pay equal wages, and our experience is that women do as well as men in most phases of our operation. We've found, too, that those in executive capacities actually do better than most men in making decisions quickly and correctly. Some employers claim that women are more prone to absenteeism. Our records, however, do not bear out this view.

But maybe employers in wartime industry have a different problem. I judge that's the case from this verse, clipped from the *Rotary Gadget*, of the Racine, Wisconsin, Club:

*There's lipstick on the drinking fount,
There's talcum on the bench;
There's cold cream on the surface
plate,
Hand lotion on the wrench;
An Evening in Paris scents the air that
Once held lube oil's smell;
I just picked up a bobby pin. Believe
me,
War is hell!*

Give Men First Chance

Advises W. D. James

*President, James Manufacturing Co.
Fort Atkinson, Wisconsin*

THE NUMBER of industries in a community is a determining factor. It is seldom that we find labor problems in rural communities such as mine. Women are at a premium in Fort Atkinson today because there are enough diversified industries to occupy them and there are industries outside our city which are bidding for them.

It is our duty first, however, to see that the men are employed. Each year in our city, for example, there are 100 or 150 students

graduated from high school, and a large percentage of them want to be absorbed by industry. So the boys find work in the plants and the girls find jobs in the offices.

With a like amount of training and equal opportunity, women measure up very well. There are some fields, however, such as those of sales executive, advertising, and engineering, where women do not qualify so well.

Volunteer enlistments and the draft are taking so many men out of our factories it is necessary to employ women. We are finding on much of the work that they do it very satisfactorily, and seem to be most enthusiastic.

Look to Post-War Period

Suggests W. Clarke Dean

*President, Union Steel Products Co.
Albion, Michigan*

THIS matter of equal pay solves rather than creates post-war problems. If the millions of women now drawing men's wages can be replaced by demobilized men at the end of the war without increasing pay rolls, one problem of transition from war to peace actually will be diminished.

Michigan law requires that when pay is measured entirely by production (as in piecework), the same rates apply to both men and women, and, of course, we adhere to this requirement.

As for the charge that women are confirmed absentees, our experience gives it the lie direct. We have found them to be quite the opposite, especially those employed during the war emergency.

Perhaps women don't make good executives. I have had no experience with them in this sphere—except at home. They do all right there!

In War, Yes, in Peace, No

Concludes Kenneth Smith

*President of the California
Redwood Association
San Francisco, California*

DURING war, equal wages offer an effective and fair solution of the industrial manpower problem. (We pay equal wages in the factory, but not in the office.) In peace, the situation is different.

It's not an easy problem, however. Surveys have shown that women are more susceptible than men to fatigue, a condition which necessarily reduces their production. One such study said women begin to slip in efficiency after a 43½-hour work week, while men perform efficiently on a 44- or 48-hour week.

The Boston Edison Company made an analysis of all employee disabilities of one or more days in the period from 1933 through 1937 and found that men employees lost an average of 6.4 days a year because of illness and that women lost an average of 9.9 days.

The demand for women workers now will increase the tendency to keep women working after the war, when one of the very real problems of providing full employment will be getting the women back into the home. The economy of the U.S.A. will not provide useful employment to all the men and all women in the country.

It's a Stopgap

Says Russell F. Greiner

*President, Greiner-Fifield
Lithographing Co.
Kansas City, Missouri*

AFTER the First World War, many married women were inclined to continue in their jobs. It caused a real problem, for most employers felt it an obligation to their communities and to their businesses to replace them with men or with single women. We must take pains now to avoid a repetition of that problem—for this time, with the vastly greater numbers involved, it would be far more serious.

We must face it: If the boys returning from service are to be given jobs, married women must be released and returned to their duties as housewives and mothers. I am opposed to the peacetime employment of women with husbands on pay rolls—who just want money for nonessentials.

As for the situation in our company, we have no women employees who do a man's work, but if we did, we would pay equal wages for equal work. In stenographic and clerical work women can run circles around men.

Will They Go Back Home?

Women have surprised even themselves at the jobs they can do and do well. When the war is won, will they want to hold them? A famous woman writer gives her frank answer to that widely discussed question.

By Margaret Culkin Banning

IN NEARLY every discussion concerning the new occupations of women, two questions arise almost inevitably. Someone asks worriedly, "But will all these women go back to their homes at the conclusion of the war?" And with even more concern someone else queries, "Do you think they ever will be content with their homes again?"

The implications of the questions are strange. For they reveal a fear that the work which women are doing outside their homes at present—hard, exhausting, and even unsuitable as much of it is—yet has a charm or a lure about it that will work against home duties and responsibilities. The very ones who flatter the woman who stays at home, who dwell upon her loveliness and perfection in that setting, who say that it is the only proper place for a woman, seem to doubt that they will be believed, once the women have worked at a lathe or worn a uniform.

The worry about the woman's return home is just a little reminiscent of the caricatured fear expressed in that song of World War I: "How are you going to keep them down on the farm, after they've seen Paree?"

Yet everyone knows that the women and girls of the Second World War aren't seeing "Paree" or anything else that involves much gayety. They are getting up early in the morning, and submitting to routine and discipline

and hard training all day, if they are with the armed forces. They are working in noisy factories, in shipbuilding yards, where their time is not their own for eight long hours or more. Their hands are chapping as they drive taxis in below-zero weather—more than they ever chapped when they were washing dishes at home. If I get up from my typewriter and look toward the garage across the street, I shall probably see a slim girl in her 20's, who works there replacing a man. It is a busy garage, where commercial trucks pull in to be oiled or repaired, and she may be inspecting the engine of some truck, lying on a cold cement floor in her overalls.

What is there about that occupation which would make anyone think that such a girl wouldn't rather be in a home of her own, taking care of her children, cooking a stew for supper? She probably would prefer that. Almost surely. For most girls think that a home of her own is the best fortune for any woman. It is what all normal girls basically want, though a few for one reason or another write off their hopes. The great turnover in the teaching profession among the younger members, the impermanency of employment of young clerks and secretaries and factory girls, prove that, given a choice—or a chance—most women want a home.

Why, then, should the question be asked at all? Why should Great Britain have found it nec-

essary to calm the fears of union labor and drafted soldiers by instituting the dilution system, which definitely promises that women in war industry are to retire as soon as the war is over. Obviously, there is a catch somewhere. If a home is as desirable for a woman as both men and women agree that it is, why worry and speculate about her willingness to go back to it?

Approached honestly and realistically, the answer may be disturbing to the theorist who deals in imaginary homes and gives one to every woman for the asking. For the answer is based on several bald facts. One is that many women are not sure of a home, nor of the income on which a home may be kept up. Another is that the money earned in wartime is now very important to many a woman in the matter of home maintenance, perhaps for her parents, perhaps for her children. Still another is that for the first time many a woman has learned an essential skill or trade and has something to sell in the labor market. She may want to retain that marketable skill, as a weapon against future depression and want. Her position has altered and so has her psychology from that of the girl or woman whose bread and butter was dependent on finding a man to pay for it. She can earn her keep and she can even take care of the man



she has married if he comes home wounded or ill.

The complication in answer to the question of whether women will be glad to leave war jobs or not lies in the fact that in thousands upon thousands of cases it is not a free choice. The home is not existent. Or the means of supporting a home are inadequate if the woman stops earning. If it were a matter of changing places between men and women, if the whole thing were a kind of square dance, there would be no problem. For if every woman were offered a good home instead of a good job, so few would keep the job that they would be negligible.

A few might remain in industry

because of extraordinary talent or facility. A few might do unusual kinds of work in time of peace because the work was in deep consonance with their natures. That would be all to the good as far as the welfare of the nation goes. A nation always has room for talents. Such girls and

women as possess unusual talents undoubtedly will remain in new fields of industry and everyone will be glad to have them stay. They will probably provide homes for themselves and others out of their earnings and they present no problem.

It is the others, clinging to jobs because they do not see how they can maintain homes without their own wages, those who will want to keep on working because they are offered no homes and have no chance of being provided homes, who are at the bottom of this spe-

WILL WOMEN fill men's jobs when the war is won? The author says most women war workers will return to their homes—if they're worth returning to.



Illustration by
Nick Hufford

cial and important problem of the future. It is because homes all over the world, and even in the United States, are not so safe universally, nor so attractive as sentiment cracks them up to be, that eight hours on a job may look better to a woman than the bleaker prospect without it. It is even possible that some women may find that their children are getting on better when they are cared for in competent nurseries than when they were brought up in homes with inadequate equipment for child care.

Some will argue that even if women have no homes that are satisfactory to go back to or none at all, they will be in no worse case than they were at the outbreak of the war, and they can return at least to their previous status and get out of the way. But that too is more easily said than done. Women will be more aware of their capacities. They will have more training. They will be less afraid of the working world. Also, war changes, conversion of industries to peace, casualties of battle, the mere passage of a couple of years, and other personal factors often completely destroy the previous place which a woman had in life. She couldn't go back to it if she wanted to.

We shall get nowhere in answer to the question by trying to block the inquiry with sentimental state-

ments that a woman ought to have a home, or that a mother belongs with her children. No one disputes either point. But to assume that the statements provide the homes or give the women children or the wherewithal to bring them up simply dodges the issue. Nor shall we ever solve the issues involved by allowing or fostering a quarrel either between men and women competing for jobs or between women who work at home and those who work outside the home.

The thing to keep in mind is what is wanted by common consent and what is upheld by common ideals. That is the attainment of as many useful, well-adjusted personal lives as possible. On such lives great nations are not only built, but are made permanent. The laws in Congress and Parliament, the teaching of churches, the admonitions of parents, the education and training of young people, all are attempts to make the personal life more useful and better adjusted.

Adjusted life usually means a home and satisfactory personal relations. And there is not one iota of testimony coming into the record today to show that women in war jobs are losing any natural desire for homes or for natural human relations. I spoke to many girls in war industries in England last Summer, asking if they



"SOMEBODY else let a genie out of a bottle once, too," is the caption on this cartoon from the New York Tribune, by Rotarian Jay N. Darling, better known as "Ding."

wanted to continue at war jobs. Not one said she wanted to do so. And the number of women who spoke of their homes proved the steady thought of them in the minds of the workers.

"I send money home," said a Welsh girl with a radiant face, who was working in a munitions factory.

"I'm saving for a home." That was what more than one English girl said.

The same thing is true in the United States. A girl who is doing exceptionally fine war work writes me: "The work is wonderful! But these are the years when I normally would be putting my mind on getting a husband and having children, so I wonder just how much I am giving up."

The home comes first. But also "the work is wonderful." To both women and employers this is a fact. Women all over the world are proving what they can do. Thousands of pictures, thousands of records, of women at new jobs in China, Russia, Great Britain, and the United States pile up even in times of censorship. Women have surprised industrialists and astonished themselves. The qualities accented by employers are

"patience," "endurance," "a high degree of accuracy." To allow these new techniques and skills to go by the board when the war is over would be to empty a pool of power, to waste it. And waste is always wrong in war or in peace.

To some degree the new skills can be absorbed in home life. There is no reason why, in the highly mechanized home of the future, a housekeeper cannot understand its plumbing and electrical equipment and help to keep them in order. There is no reason why she cannot use her new knowledge of the working world to direct her children in their choice of jobs and to help train

them. There is no reason why she cannot put the personal discipline she has learned in wartime to further use in prolonging her own beauty, health, and energy. Homes and housekeepers can be vastly improved by having many war lessons channelled into domestic life.

But the home cannot absorb all the energies nor all the power women are generating. The big question, not yet ready for solution, is how much use industry and the working world can find for the abilities of women in peacetime.

If, when the answer comes, it is to the effect that, although women have proved that they do certain things well, they are not to be permitted to do them, the result will be bad both on women and on the country which makes such a decision. Such a country will be at a disadvantage in competition with other countries which will surely make full use of the talents and strength of both sexes. The country which demotes its women, ties their hands, or atrophies their abilities, at the same time encourages the rise of a spendthrift, idling sex, and will reap just that.

Childbearing in any nation should be encouraged and honored, not by words alone, but by any assistance that is necessary and proper. This will always mean that women will continue to have a different and less stable relation to economic life than do men. But every woman should know how to earn her living. There may be stretches of time when it would be unwise or unsuitable for her to use her earning capacity. But, like her health, her talents can be kept fit, and the result should be a double earning capacity in a family and a lessening charge of incompetent, middle-aged women upon the nation. When custom establishes this, as it seems well on its way to do all over the world, it will not mean more competition within the home, but more confidence and less fear of what might happen if a man must, for some reason, lay down the task of breadwinning.

The question of whether women will go back to their homes will probably be answered by the refusal of women to do without homes. But to be content in them, modern women must have truly modern homes, not shabby little houses and cheap rooms from which they peer out only upon a single alley of life.

A Woman's Viewpoint

What do women think? Your Editors knew no mere man could answer that one, so looked about for a woman to make reply for women to the question posed in the title of this article. Mrs. Banning is well known to readers of women's magazines for her fiction and articles. She is a Vassar graduate, is the mother of two children, finds time for riding and gardening, and lives in Duluth, Minnesota.



Mrs. Banning

If Mrs. Banning's opinions hone your curiosity, look up these articles:

In THE ROTARIAN

Pay Women Equal Wages?, symposium, page 26 of this issue.

Britain's Working Women, by Virgil Pinkley, January, 1943.

There'll Always Be a Family, by William F. Ogburn, November, 1942.

Should Wives Work?, a debate, October, 1939.

In Other Magazines

16,000,000 Women at Work, by Mary Anderson, *New York Times Magazine*, July 18, 1943.

Wake Up and Work, by Paul V. McNutt, *Woman's Home Companion*, May, 1943.



AT WELL-EQUIPPED desks three lads write home. They may bunk downstairs if they wish. . . . Upstairs is a private suite for service girls.

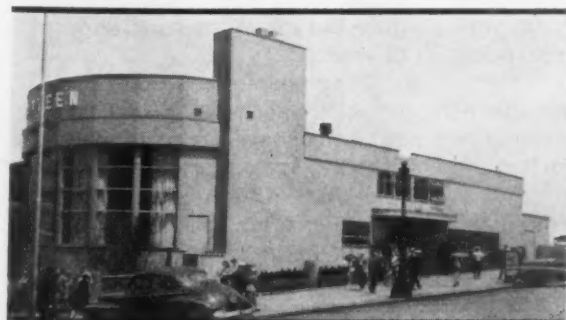
Boy in Pittsburgh

THE DOG-TIRED soldier you saw on page 6 is one of the 3,000 uniformed young men and women who rest, read, dance, eat, write, shower, or sleep each day in Pittsburgh's new U.S.O.-Variety Club Canteen. These photos show you some of his buddies deep in the cheering comfort of this same servicemen's haven.

Ultramodern, it is nevertheless a monument to the ancient principle of community coöperation. A Rotarian dreamed the dream. A railroad leased the site for \$1 a year. A Rotarian architect donated plans. A contractor worked at cost; 65 business firms gave materials or sold them at cost; 50 unions gave labor. Townfolk rained down dollar bills. The Chamber of Commerce headed it all up, and the Variety Club volunteered continuous entertainment in the Canteen theater. Both groups, by the way, have Rotarian presidents. This *was* a city-wide project—with a score of Rotarians neck-deep in it. Which is what you'd expect.



A CHAT with a pretty hostess . . . a "hot" card game—these things hoist a fellow's morale. For both the Canteen has superb facilities.



A SIGHT for travel-sore eyes, the Canteen is just a step from Pittsburgh's "Pennsy" station. It cost about \$75,000.



INFLATION is not just a theory to Banker Bailey. Here he and his assistant vice-president, Lewis C. Pace, also a Rotarian, are discussing a bit of business with Farmer Alonzo Morgan. Training customers in practical economics is, he believes, part of the country banker's job.

THE ODDEST characteristic of inflation is that it is invariably the other fellow's fault. The greedy other fellow boosts our costs by his demands for higher wages or higher prices.

What you and I do, then, does not strike us as inflationary. To the best of our ability, and with utmost moderation, we merely adjust our own wages or prices upward to compensate for the inflation he caused. In most people's minds, it's as simple as that.

This point was hammered home to one of our bank's officers the other day. In a crossroads store he became involved in a friendly argument with a couple of farmers about whether lespedeza hay is worth its current local price, \$13 a ton; last year it brought \$8. The banker quietly pointed out that at present market prices for livestock and dairy products, a ton of lespedeza will not be worth \$13 in producing milk, mutton, pork, or beef. Then he made the tactical error of calling this lespedeza price rise "inflation."

The farmers would not stand for that without a battle. "Inflation nothing!" snorted Bill, who makes a comfortable income from his 400 acres and banked more cash last Fall than ever before. "I'm paying my men double the wages they got a year ago. Why,

it costs me \$6 a ton just to get hay baled this year. I can't afford to sell lespedeza for less than \$13. That's not inflation. But even so, I don't see why I shouldn't get the benefit of a little inflation, especially after the way salaries have been going up."

"You mean wages, not salaries, don't you?" the banker demanded with some heat. The subject was closer to his heart than the price of hay, because he had spent the previous evening trying to figure out how to stretch his inelastic pay check across the ever-rising expenses of his everyday living.

"No, sir, he means salaries, too," chimed in Jim, who has one of the best farms in the neighborhood and within the month had bought an adjoining 40 acres of prime tobacco land with cash left over from the proceeds of his last Fall's crop. "All these city salaries have been getting boosted way up yonder, and that makes everything we buy cost more."

It took another ten minutes of heated explanation to convince Bill and Jim that salaries are frozen so tightly by Federal regulation that the businessman who has had a raise within the past year is as rare as a buffalo. And that concluded their discussion. Like most such conversations, it had arrived exactly nowhere.

Because I live in an agricultural region and have most of my dealings with farmers and with the businessmen who serve them, I am willing to admit that, just possibly, big-city folks may be thinking more clearly about inflation than country folks. But I do know that along the Main Streets of the county-seat towns, this subject seems to confuse lots of otherwise clearheaded folks. So, before undertaking further discussion, it may be well to define our term.

As good a definition as has come my way is that inflation consists of having to pay more for less. When there is more money in the hands of consumers available for buying the same or a smaller volume of goods, the consequence is inevitably a rise in price, and this is inflationary. Likewise it is inflationary when more dollars are required to hire workers to produce the same or a smaller output of work.

Many people seem to think that inflation necessarily means the runaway stage of inflation which flared across Germany, France, and other Continental European countries after World War I. Actually, because wages and prices are never static for long even when government undertakes to control them, we normally live in an economic world which is con-

A Country Banker Looks at Inflation

By C. W. Bailey

President, First National Bank, Clarksville, Tennessee; Past Rotary District Governor

Not the runaway variety, but the insidious sort that comes as you and I must pay much more for much less.

tinually pulled back and forth by inflationary and deflationary influences.

At the present moment, inflation is in the saddle and riding with spurs. This always happens in wartime, and even Hitler's strongest repressive measures have failed to prevent it in the lands he rules. In the United Nations as well as in the Axis countries, the armed forces necessarily take ever-increasing proportions of everything produced on the farms and in the factories, leaving less and less for civilians to use. At the same time, wages go up and so do farm-produce prices. Thus, industrial workers and farmers, comprising a huge majority of all the people, have more money than ever to spend for the diminished stock of consumer goods in the stores. This is the classical condition under which inflation develops.

In the United States we certainly have inflation now, and are getting more of it every day despite rationing, ceiling prices, and other Federal regulation. Official statistics a few months ago showed that the dollars paid out in the income classification which is predominantly made up of wages had increased 32 percent

since a year earlier—and in the Spring of 1942 inflation was even then well under way. The income classification dominated by farm income was similarly up 29 percent. (Incidentally, the total of dividends and interest received by investors was only 2 percent higher than a year previous.) As long as this increased income of farmers and wage earners remains unabsorbed by taxes or savings, it will be actively in the market available for paying higher prices for available goods, and therefore an inflationary influence.

Folks with whom I chat about inflation do not always seem to understand why spending is inflationary and saving is not. If a dollar is used for buying services or merchandise, it contributes to the total demand, thus permitting the worker or the owner of the goods to yield to his normal human temptation to mark up his price. But if, instead of being spent, this dollar is put into war bonds, life insurance, or a savings account, or is used for paying debts or taxes, it is siphoned out of the marketplace as an inflationary influence.

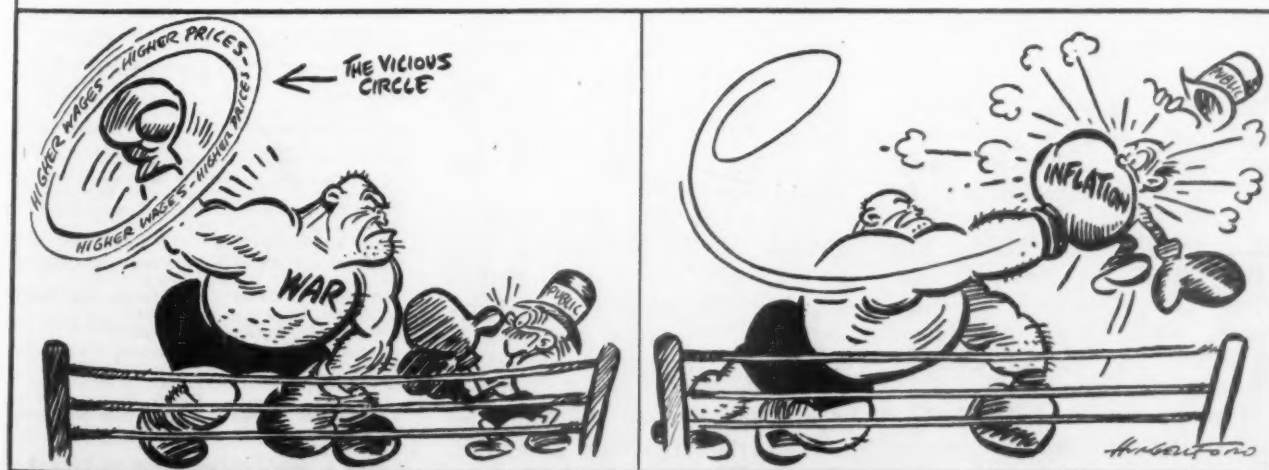
If you ask, "Why is a dollar spent by a civilian any more inflationary than a dollar spent by

the Government?" the only honest answer is that one is as inflationary as the other. But, in wartime, the Government is certain to buy everything that it needs, regardless of whether or not this leads to inflation. Hence, a dollar diverted to the hands of the Government does not in any way increase the Government's purchases, but it does decrease the sum total of civilian purchases. The overall demand for goods is to this extent decreased, with this much less push toward inflation.

Make no mistake about it, in wartime a Government finances a big fraction of its activities in ways which are less obviously inflationary than merely printing currency, but which have just about the same effect. Most important of these methods, and least understood along Main Street, is one that consists of selling Government bonds to the commercial banks. When the banks buy, say, a billion dollars' worth of newly issued bonds, they pay for these by crediting a billion dollars on their books to the account of the Treasurer of the U.S.A. The Treasury checks out these deposits, and the resultant money pays for wages and purchases.

What has actually occurred, of

'Guard against That Knockout Blow'



Rotarian "Cy" Hungerford in the Pittsburgh Post-Gazette

course, is that by this transaction the Government has created a billion dollars which did not previously exist. It is no different from feeding white paper into a printing press and taking spendable money out of the other end. That the Government absolutely had to have the billion dollars for conducting the war does not in



"WHO'S AFRAID?" asks "Reg" Manning, cartoonist for the Phoenix, Ariz., Republic.

any sense make the transaction less inflationary.

Let's look at what happens in a type of transaction directly opposite to the one discussed above. When a life insurance company or a savings bank (or any other so-called institutional investor, always excepting commercial banks) purchases Government bonds, the money that the investor pays for the bonds consists of money actually saved—withheld from the purchase of goods—by policyholders, depositors, or other individuals who have refrained from spending it. By obtaining this money in exchange for bonds—just as when it obtains money directly from an individual who buys bonds—the Treasury is freed from having to create this amount of new, unbacked money by sales to commercial banks. In a word, saved money is real money in buying war bonds. But a commercial bank's money used for the same purpose is credit inflation, which is a high-toned name for this special kind of printing-press money.

It would probably help all of us in forming our own judgments about any proposed actions by

economic units, or of legislation or regulation proposed by governmental bodies, if we could keep always in mind the basic test: inflation consists of having to pay more for less. If anything contemplated by any of us or by our customers or by our suppliers or by our employees would make folks pay more for less, then it is inflationary. Hence it is probably against the best interest of the fellow who intends doing it, as well as against the common good.

For inflation is a race in which various groups in the population strive selfishly to inch their incomes ahead faster than other groups can do the same thing, and thus to get ahead of the others. It is a race that nobody can win.

We in the United States have during this war enjoyed a far better situation in this respect than during World War I, because the controls thus far exercised—ineffectual as they have at times seemed—have held back the rising of prices so that these have not reached the heights they had reached at the corresponding stage a quarter century ago.

Whether inflation in the United States will proceed to the runaway stage—whether it *can* proceed that far—is an argument I had rather leave to the professional economists. Some of these experts are pretty gloomy about the prospects, while others with just as excellent credentials and college degrees declare that the currency of a country with America's huge gold reserves cannot conceivably fall to any such low ebb in public confidence. Their disagreement can only leave a mere country banker hoping for the best.

But anyone who lived through 1929 and the years immediately following it will always remember that what goes up must come down. When values fall sharply in a deflation, some folks are bound to get hurt.

How a city man can safeguard himself against the possible loss of his assets if a major inflation should strike, followed by a sharp deflation, is beyond my experience. City residential real estate can go very sour, especially when depression-stricken residents go home to the farms they came from. Seemingly prosperous factories

and stores can fall under the weight of their fixed charges. Intangible assets may prove illusory, unless they are picked by someone who really knows his way around the pitfalls. Even good farm property may become a white elephant to a city-bred owner unable to farm it himself when necessity demands.

But the rural resident has open to him what seems to us the perfect hedge. Good farm property, purchased at a fair price and free of debt, simply cannot lead its owner into financial difficulties if he is a competent farmer able to operate it for himself. In the inflationary period it will yield him an excellent return on his investment. When deflation comes, though the price of what the farm produces sinks, so will the cost of what it must buy. Only taxes and emergency repairs can pinch the farming owner of a debt-free farm—and meanwhile he and his family can live on what they grow.

Come to think of it, I reckon I'll stay here in the country at least until the inflation clouds blow over.

More about Inflation

End note

Back in 1933 depression days, THE ROTARIAN (April) carried a debate on *Is Inflation the Way Out?*, with William Trufant Foster saying "Yes" and H. Parker Willis arguing "No." A more recent ROTARIAN symposium appeared in November, 1941, *An A B C of Inflation*, with Economists Melchior Palyi, Merryle S. Rukeyser, and Harland Allen telling what inflation is and ways of controlling and/or living with it.

Note also these discussions of specific aspects of inflation:

The Post-War-Delivery Plan—a debate on a plan to thwart inflation by building a backlog of post-war orders, by Rolf Nugent and Ralph W. Robey, April, 1943.

Inflation Is a Wolf, by Leon Henderson, November, 1942.

Ceilings on Wages?—a debate between Edward A. O'Neal and William Green, January, 1942.

'Emergency' Curbs on Time Sales Now?—a debate between William T. Foster and Fred V. Chew, September, 1941. Installment sales as an inflation threat.

Two Plans for U. S. Price Control—a debate between Leon Henderson and Bernard M. Baruch, December, 1941. All-out price control or specific ceilings?

Other Magazines

The New Fight against Inflation, by Nathan Bally, *Current History*, May, 1943.

A Way to Head Off Inflation, by Kurt Solmssen, *Harper's*, June 1943.

A Few Easy-to-Get Pamphlets

Inflation in One Easy Lesson, by Harry Scherman. Council for Democracy, 11 W. 42nd Street, New York City. 10c.

Inflation Threat, by Harry Scherman, Economists' National Committee on Monetary Policy, 70 5th Avenue, New York City. No charge.

How to Stop Inflation, Office of Price Administration, Washington, D. C. No charge.

Haberdashing Along

All's not smooth going for retailers of men's wear in these rationed days, but that's not the point of this article—No. 7 in the 'Retailers on the Alert' series.

By Morris R. Myers

President, National Association of Retail Clothiers and Furnishers; Rotarian, Springfield, Illinois

THERE'S a war going on—and do the retailers of men's wear know it!

In addition to most of the problems besetting merchants, the clothier has lost the cream of his crop—the millions of young men who have gone to war. On top of that, men's wear is "price controlled," and with clothing rationed in Britain and other countries, we who are in the business in the United States wonder when it will happen here. It can, you know.

One of the most confusing problems we have is in officers' uniforms. Uncle Sam allows his newly commissioned officers \$250 as an allowance for clothing. The distribution setup on approved uniforms is through post exchanges and retail stores specially licensed by the Army or Navy. These approved stores are allowed a 20 percent markup on Army uniforms, 25 percent on Navy uniforms.

But the average merchant operates on a gross markup of approximately 40 percent. Studies made by our association show that the average cost of a store doing a \$100,000 yearly volume for the past ten years runs 34 percent. The good merchant usually allows 5 percent for markdowns—"bargains" for the buyer in unsalable or obsolete merchandise. Thus the average store operates on a sustained markup of 35 percent, and the margin of profit runs from 1 to 3 percent, depending upon the efficiency of its management. Handling officers' uniforms actually costs the clothier money; it is a service only the larger stores can afford.

I mention this problem only to indicate a typical difficulty faced by men's wear retailers these days. We are definitely not in fa-

vor of "business as usual" in wartime and we are for price control now—but when it starts at the top, not the bottom, and ends there, it does bother a bit. We don't expect to make great profits in a time of national emergency, but to eliminate or to "control" profits to the point where retailing becomes a hazard and draws on a merchant's reserves jeopardizes the retail economic structure.

We men's wear retailers are doing our best to stay in business because we want to be ready to go on doing business when the war is won. And as head of a trade association, I am proud to say that the more difficult store management becomes, the more scientific—even interesting!—it becomes. The merchants who analyze and plan are, really, getting along pretty well. Those who keep their chins up usually find their sales up too—though profits run thin.

The more alert merchants have kicked tradition, which like a barnacle has fastened itself upon our trade, out the back door. They have opened their minds to new ideas on how to do a better job of storekeeping. They have laid aside prejudices. They have not hesitated to be different if being different seemed to be what was needed to lick a certain war problem. Expenses have been cut to the bone: frills have been eliminated; stocks have been streamlined and turnover speeded.

A good illustration of what can be done when ingenuity, intelligence, and tenacity are brought to bear on wartime storekeeping problems is the experience of a 23-year-old newcomer to our trade who runs a lively store in a medium-size mid-American city. Let's call him "Bob."

Bob has a bad "ticker." As a youth, he had Bright's disease. It



THE WAR hasn't killed "style." Here is a sketch of a widely known figure in his own version of the "British battle dress."

left him with leakage in three heart valves. Rejected by the Army in 1942, Bob decided to take his savings and open a men's wear store on a busy street. When he opened, the old-timers in town gave him three months and then "curtains" for his wartime business venture.

"Isn't it queer," remarked one crepehanger, "how fools will step in where angels fear to tread?"

But Bob was not impressed by the grippers who saw only disaster in shortages, price ceilings, losses, and other war troubles which beset the clothing trade. He believed there was always a place for a merchant who made it his business to find out what the people want, and then give them that kind of service.

He started by making his store comfortable. Most clothing stores are not. The store was air conditioned. His furnishings were ultramodern. The furniture was light maple and the chairs white leather. It had what for want of a better name you might call "umph." But it takes more than blond furniture to give a store individuality. It takes a man who knows the importance of personal service to customers.

Bob is such a man. Because his city is near a military camp, he set aside a section of his store and called it the "Servicemen's Canteen." Officers do not have too

many places to go in Bob's town, so he turned part of his store into a downtown officers' club. After closing hours it is not unusual to see from 10 to 20 officers there. They play games, make phone calls, even arrange their dates there. It is often well after midnight before Bob gets away. But he loves it. And out at the camp the officers think Bob is "tops."

Another mid-Victorian idea which Bob kicked upstairs is that a men's wear store should limit itself to things men wear. He had a hunch that men would like to buy gifts for their lady friends in a men's store and put in a department just for that purpose, specializing in gift hosiery. This department is in charge of a young woman of good taste who really takes an interest in the customer's problem.

Many war workers couldn't come down to the shop during established store hours, so Bob changed his store hours to give the war workers an opportunity to get in. This service is proving very popular with Bob, the same as it has with merchants in other cities where store hours have been changed to meet the demands of the times. The store sponsors a bowling team and furnishes the uniforms and entry fee. And just to carry through on this idea of being different, Bob wears the clothes he sells.

"The high-school kids," he says, "like to see me wearing the latest things they are going to buy."

I have cited Bob's case because to me it has a particular significance. It proves rather conclusively, I think, that, restrictions or no restrictions, shortages or no shortages, individual initiative coupled with customer service will usually win.

Sure, not every town is near a military camp, but war workers of some sort are almost everywhere. They have money to spend. But, perhaps, the old way of retailing isn't suited to their hours, habits, and needs. The so-called "established lines" of goods may be hard to get, yet smart displays and advertising can build up patronage for the things that are available.

The emphasis on "sportswear" in time of war, for example, can be reduced and the accent put on "warwear." Warwear means util-

ity, and in wartime we can popularize the idea that it's smart to be practical in clothes. It really is, you know.

"Battle dress," adopted early in the war by the British, is an instance of what I mean. Battle dress was adapted from an original Norwegian ski suit. The tunic has a waist band, two dress pockets, standing collar, and shirt cuffs. Members of the Royal household in England, who formerly wore formal day clothing, have been put into battle dress for the duration.

Who says the war has killed "style"? It is making new ones, for both England and Canada are experimenting with a civilian battle dress modelled after that of the fighting men. Today, in the United States, clothing worn by war workers reflects the influence of British battle dress, and a leading fashion expert predicts that it will not be long before an Americanized version will be worn on the streets by businessmen.

Perhaps more than most retailers, the clothing merchant is thinking about after the war. He is concerned about his place in this post-war picture. He looks to the time when all the merchandise he can sell will be available; when there will be no price ceilings; when there will be no manpower problem; when there will be a return to our traditional system of competitive private enterprise.

And what does he see? He sees

opportunity—a vast opportunity—for selling new things. Fresh new ideas will brighten a war-weary world. He sees a flood tide of advanced styles in wearing apparel made not only from cotton, wool, linen, and silk, but from new materials—perfected rayon, glass, and other wonders of the research laboratory. He sees an era of sales promotion and personal salesmanship the like of which has never before been known in merchandising.

Optimistic? Perhaps. Things usually are never quite so good as we think they are going to be, nor quite so bad as we fear. But all wars, down through the ages, have one thing in common. They end. It may be a few months or it may be years before this war gives way to peace. But it's going to end, and when it does we clothiers will be ready to serve.

"Serve" is the word. Of course we are out to make our living, as are you, but there's more to our business than selling suits and shirts. We help meet one of humanity's fundamental needs: protection from heat and cold. We do more: we cater to the male human animal's desire for self-esteem, prestige, and a feeling of personal well-being. Maybe that sounds a bit like Rotary, but why not? A good 3,500 of us men's wear retailers in North America are Rotarians!

• • •

For tips from retailers on war-time retailing, turn to page 56.



Illustrations by
Joyce Ballantyne

AT BOB'S STORE soldiers loiter or buy as they desire. An understanding lady clerk is on hand to help them to pick out the right sort of purchases for their favored girl friends.

They Call Themselves WAR DADS

PRODUCTION lagged in one of the world's largest powder mills, located in a Midwestern American town. Morale of workers was low, absenteeism high.

A mass meeting of 1,000 of the shopmen, most of them gray-haired, agreed emphatically that "This can't go on! Our boys are out there fighting, and if we don't produce, they may lose their lives or be crippled."

Someone told them about War Dads, an organization of fathers of fighting men which in little more than a year has skyrocketed to 100,000 members in 36 States. A few days later these patriotic shopmen were wearing insignia of membership—an overseas cap with a blue-and-white shield.

Quietly, without high pressure or argument, these men began to suggest stepping up work for the sake of the "boys out there." The thousands of other employees—practically all of them with relatives or friends in the armed forces—heeded this deadly-in-earnest appeal. Within a month absenteeism was negligible, and output was increased 32 percent.

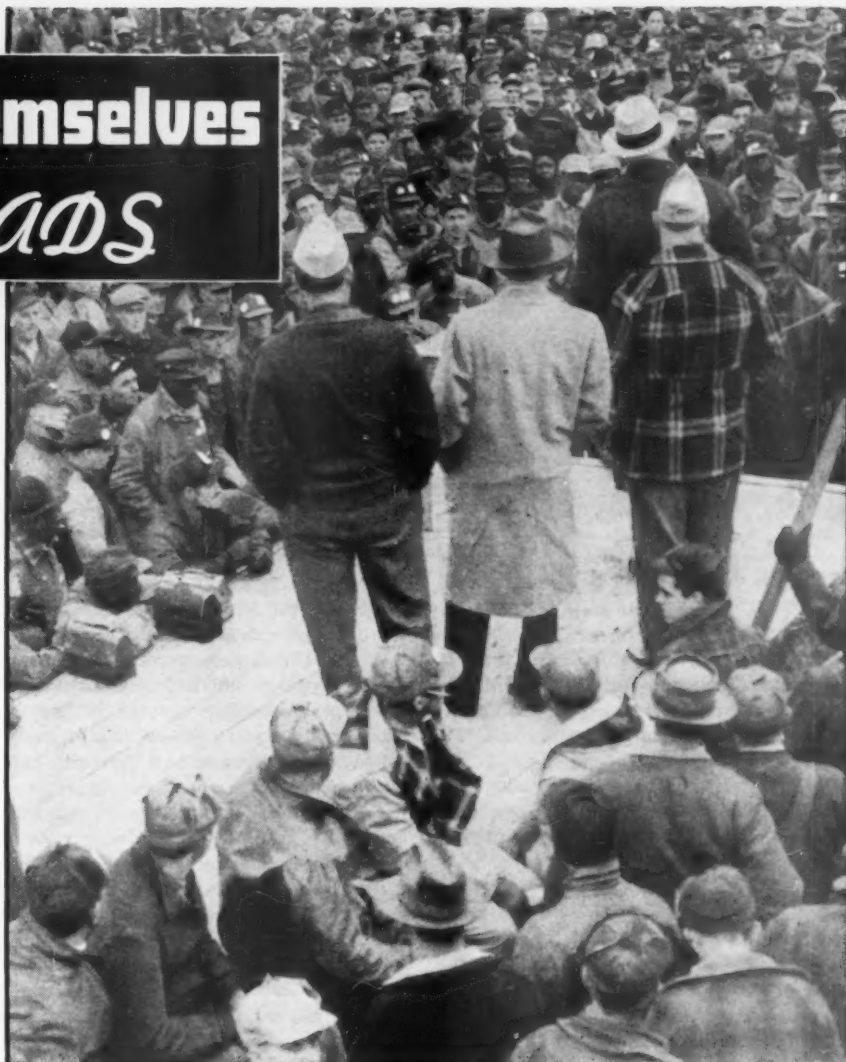
Two War Dads were on duty at the Union Station in Kansas City, Missouri, to help servicemen. They spotted an agitated Army officer running for the taxi stand. No cab was in sight. Could they help him?

"Get me a car or anything," he begged. "My mother in California is dying and the plane leaves the airport in 15 minutes."

Quickly they found a policeman, who flagged a passing motorist. With the policeman riding the running board, the driver raced to the airport. The next day the War Dads received a telegram: "Arrived in time to spend an hour with mother before she died."

Stories like this are pouring into the War Dads' headquarters in the Land Bank Building at Kansas City, reports H. Roe Bartle, national executive director, a Past Rotary District Governor. Here also may be found Nat Milgram, the man who started the Dad movement.

Milgram, president of a Kansas City grocery chain, was disturbed to the quick when his son wrote of the desperate loneliness of his pals who get no mail. Research revealed that 30 percent of the men in service get 80 percent of the letters; many get none at all.



A GROUP of War Dads point out to workers what absenteeism in war plants means in the production of arms and other vital equipment for the men on the world's fighting fronts.

So Milgram brought together 40 fathers of servicemen, told his story. They agreed to lay down a barrage of letters. This group, the Founders' Chapter of American War Dads, now has 2,500 members. They have staged amateur boxing matches, with servicemen admitted free, have outfitted numerous recreation rooms in near-by camps; have bought a truck and hauled scores of pianos, radios, pool tables, furniture, and tons of magazines and books to military camps in a radius of 100 miles.

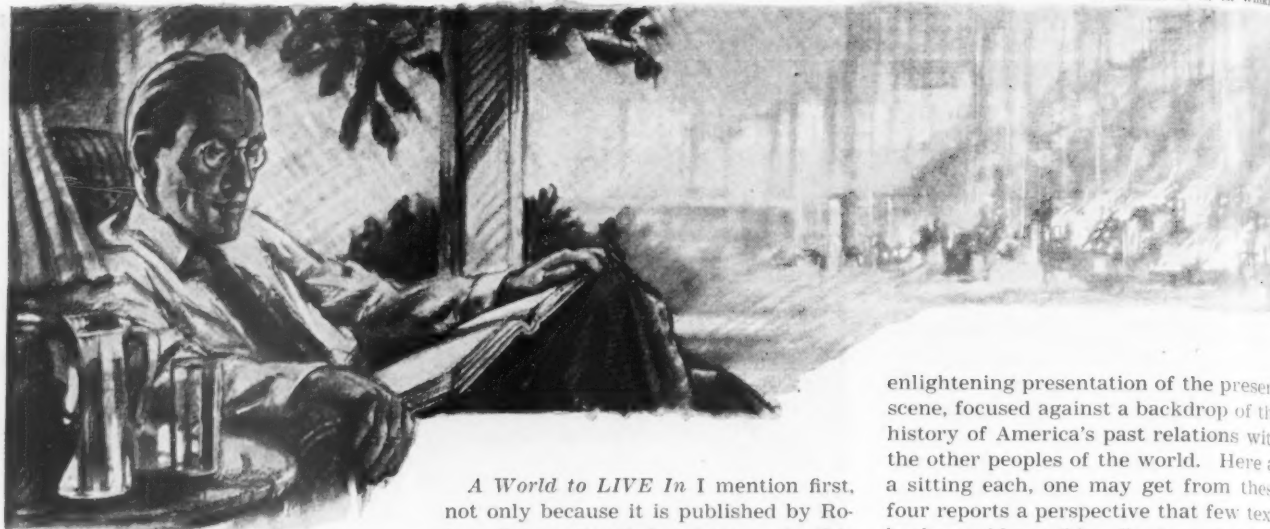
War Dads in Oklahoma City, Oklahoma, helped women put over a Red Cross surgical-dressing campaign; in Dallas, Texas, they operate a workshop making knives for paratroops to cut themselves loose from parachutes in a hurry; in Newport, Rhode Island, they serve Sunday-morning breakfasts to hundreds of soldiers and sailors and then take them home to dinner. Syracuse, New York, War Dads will soon issue a weekly newspaper for all servicemen of the county. A new War Dad chapter has been formed in Washington,

with Senators and Representatives as members.

Along three main highways to Jefferson City, Missouri, are shelters erected by War Dads. The hitchhiking soldier or sailor jerks a rope and, presto!, a semaphore sign with the name of the town he's headed for stares at the traffic. At Marceline, Missouri, War Dads meet troop trains and load the boys up with apples. At Council Bluffs, Iowa, they led in a fight against black markets. In Oklahoma they have committees to visit the boys who have broken under military training, and to encourage them in their mental and emotional battles.

Many War Dads were warriors back in 1917-18. They know the post-war let-down and are determined that this time their sons and other fathers' sons won't be caught in it. That's why they're going all-out to make jobs and to help the boys get them—when the time comes.

By W. F. McDermott
Veteran Journalist and Magazine Writer



AFTER the last war we lost the peace largely because there was little or no public opinion favorable to the ideal of bringing a better world out of the bitter ashes of the war. The League of Nations idea went overboard, perhaps, for the same reason. We had been shamefully deluded and misled into the thought that by doing nothing we should return automatically to that wishful state so intriguingly called "normalcy." But now we know better, we are more adequately informed, we are coming to realize that we can choose Utopia or court chaos, just as we may decide. The dice are about to be cast—from skilful hands a natural must now be thrown!

Thousands of voices are being raised and millions of words are being written as to the kind of world that ought to follow this calamitous revolution. Not to heed them may mean that the next cycle of war will bring to civilization such a death-dealing blow that a dark age may envelop the earth and shut out the light for a thousand years or more.

Most of the millions of words are those of hopeful goodwill. They assure us that a better world is both easily possible and well within our grasp, if we will but reach for it. And who is there better able to reach for it than men of goodwill, such as the Rotarians of the world?

Since thought and action should be inseparable, information is basic to activation. The thoughtful minds of the world are so easy to get in tune with, if we will only make the effort. To do this is but to open the books that contain their thoughts.

So let us dust off the reading lamp, move it to the screened porch, send the kids to the movies, and get into action.

The books here recommended are the *crème de la crème*. They represent a good cross section of the best contemporary thought on the quavering world in which we now live.

A World to LIVE In I mention first, not only because it is published by Rotary International, but because in this little volume are packed significant views by some 30 leaders of thought on post-war problems. Each chapter originally appeared as an article in *THE ROTARIAN*. (See announcement on page 2.)

Herbert Agar, of the Louisville (Kentucky) *Courier-Journal* before leaving for naval service abroad, again raised his compelling voice in a powerful valedictory. *A Time for Greatness* (Little, Brown, \$2.50) was the soul-stirring result. From platform and microphone Agar has challenged us to action. His *City of Man* (Viking Press, \$1) was but an intimation of what was to follow in his *A Time for Greatness*. This book you had better not touch unless you are prepared to whip off your coat and spring into action! Agar certainly does something to you.

As an inspiring companion comes *Faith for Living*, by Lewis Mumford (Harcourt, Brace, \$1.49), one of the group to present with Agar the *Declaration on World Democracy*. As a forward-looking American, Mumford has long envisioned better cities and better living for all Americans. His *Faith for Living* has come at a critical time, when we need to strengthen the buttresses of the spirit, and to reseat them securely upon that democratic base which rests upon the firm bottom of brotherhood. Only upon such a bottom can the structure of society be maintained, and can it rest with unshakable security.

The United States in a New World is the title of a series of reports on potential courses for democratic action, prepared under the able auspices of *Fortune* magazine. Four of these reports have appeared as supplements to *Fortune* beginning with the issue of May, 1942, when *I. Relations with Britain* appeared. This was followed by *II. Pacific Relations*, *III. The Domestic Economy*, and *IV. Relations with Europe*. Others, let us hope, may be in prospect. Here from the coördinated pens of economists, historians, and social scientists has come an unusually

enlightening presentation of the present scene, focused against a backdrop of the history of America's past relations with the other peoples of the world. Here at a sitting each, one may get from these four reports a perspective that few textbooks could possibly afford—and this is no time for textbooks, since the situation is changing too rapidly for them to keep up with it. The report on *The Domestic Economy* is of tremendous moment to post-war American economic and social life. (Copies may be had, gratis, from *Fortune* Magazine, Rockefeller Center, New York.)

The American Century (Farrar & Rinehart, \$1), by Henry R. Luce, is a little book which presents to us our responsibility to assume the lead in the building of a better world. The author may or may not have known that 99 years ago Ralph Waldo Emerson proposed to a group of young Americans the idea that in the past, first one nation and then another had come to play the leading rôle in world affairs, and that it was then America's turn to assume world leadership. He appealed to the nobility of spirit of young America, then lusty and idealistic, to respond to the call of obligation and opportunity. Mr. Luce sounds the same sort of clarion call. Not for a new American imperialism, as some seem to think, but to a new magnificent obsession, for we, being less war weary than the rest, are now in the most fortunate position to take the lead in world rehabilitation and expansion.

Herman Rauschning, former President of the Danzig Free State, similarly feels that the salvation of the world is now the direct responsibility of America and Great Britain, and this feeling he sets forth in his *Redemption of Democracy* (Alliance Book Company, \$3).

From the World Citizens Association, 86 East Randolph Street, Chicago, have come three exceptionally well-documented reports: (1) *The World's Destiny and the United States* (\$1 cloth, 50c paper); (2) *The United Nations, What They Are, What They May Become* (25c); and (3) *The United Nations, On The Way* (50c). These three books were put together under the able direction of Mr. Henri Bonnet.

Also to be read with interest is Mr.

Start Post-War Reading Now

Here Are a Few Timely Suggestions

By Kendall Weisiger

Bonnet's *Outlines for the Future*, just out. It is likewise published by the World Citizens Association (25c).

• Since we are doubtless headed for many international misunderstandings, how to pull ourselves out of them is fast coming to be Post-War Question Number 1, and this Harold J. Laski endeavors to answer in his *Where Do We Go From Here?* (Viking Press, \$1.75). He analyzes the basic causes of the coming international chaos and then sketches the kind of a world order to which we ought to aspire.

Louis Adamic's *Two Way Passage* (Harper, \$2.50) presents a practical plan whereby America may effectively participate in the reconstruction and rehabilitation of Europe through the voluntary return of many competent Americans to the countries of their native origin. This proposal he makes on the basis of his novel idea that America, having done much for a multitude of migrants, could encourage a lot of them to repay this debt to their mother countries by now making the return trip to the Old World.

That his publisher also felt that Adamic had a big idea—"like air conditioning Hell, or turning a Peruvian jungle into an amusement park"—was evidenced by putting this book into production as it was being written. This bears ample testimony to the timelessness of the book.

Clarence K. Streit's *Union Now with Britain* (Harper, \$1.75) is a book that has had a wide reading. (It is a later edition of his *Union Now*.) His idea has become the basis of a movement which has encircled the globe and attracted more than a million adherents. He proposes that English-speaking countries should now unite in forming the nucleus of a future World Federation of Nations.

How to Win the Peace (Lippincott, \$3) is a vigorous, dynamic, and constructive stroke for an attainable and stable peace proposed by a clear-thinking practical idealist—Carl J. Hambro, president of the League of Nations Assembly and head of the Norwegian Parliament. A veteran of European diplomacy, he knows all the tricks, so he can be on guard against them. His insight into the world situation places him in position to speak with considerable authority, and with a deep knowledge and feeling of the practical technique of

forming the new world relationship, by means of which the peace, when once won, can stay won so as to keep the world from going to pot.

Having made his escape on a ship bringing to America the Norwegian gold reserve, Mr. Hambro has been writing and speaking in America. Having sat at his feet, I appraise him as now being one of the great figures of the world. He is a man of great simplicity, with a vigorous clarity of thought and facility of convincing expression.

His book, though profound, is highly readable. Its fervent feeling, its breadth of outline, and its plain commonsense make it one of the great books of the day—a "must" for every thoughtful person.

Wendell L. Willkie's *One World* is another current "must" book. Its spectacular sale has carried it beyond 1,200,000 copies. Here is a vivid gripping appeal to the best that is within us. It echoes the idea of a time for greatness—it calls for action—it is a martial call to peaceful arms. It shows the author to be a man of great heart with the kind of warmth that could draw the humor from a sick and weary world. *One World* is a superdynamic call from a superactivating "Amur-r-ican."

As one who has evidently come to see all men as brothers under God, Mr. Willkie has proved himself a superduper reporter, with an unlooked-for power of sympathetic understanding of the hopes and aims of the common man everywhere. His discovery in many places of "great reservoirs of goodwill for America" brings sharply into focus the expectation that the people of the world have in America's coming to their aid at the end of the war. (Simon & Schuster, paper cover \$1; cloth, \$2.)

Now emerging from the still unsettled dust of destruction, and raising its head clearly above the confusing cries of a world in labor, is the feeling that educational systems, particularly in the United States and in Britain, are in for a thorough overhauling. The rapid expansion and the changes in living that have come in the last quarter century have caused education no longer to fit the needs of a fast-changing world—certainly in America at least it has not produced a people with a good and durable culture.

Now comes Sir Richard Livingstone,

president of Corpus Christi College, Oxford, with a challenging call to a redesign of the whole educational scheme. More important, he feels, to the making of the new world "than the equality of educational opportunity is the development of the power to use knowledge, the discrimination that a man develops to decide between good and evil, the convictions he develops and whether he has clear values and standards by which he is prepared to live."

His little book, *Education for a World Adrift* (Cambridge University Press, 1943), is sold in the United States by the Cambridge University Department of the Macmillan Company (\$1.25).

Other much discussed books and pamphlets on this subject include:

The World Federation Plan, by Ely Culbertson (World Federation, Inc., 16-A East 62nd Street, New York, 25c).

The Struggle for World Order, by Vera M. Dean (Foreign Policy Association, 22 East 38th Street, New York, 25c).

The Peace We Fight For, by Hiram Motherwell (Harper, \$3).

The Problems of Lasting Peace, by Herbert Hoover and Hugh Gibson (Doubleday, Doran, \$2).



ROTARIAN Weisiger, of Atlanta, Ga., an officer of the Southern Bell Telephone & Telegraph Company, is a leader in Rotary's youth and post-war activities. He "subs" this month for "Billy" Phelps, who is ill.

Petroleum Goes to College

IT WON'T be long after this war is over when we shall be riding in automobiles powered by engines one-fourth the present size, some of which will have 16 cylinders—you will be able to pack one of those motors in an ordinary suitcase. You will get at least 50 miles to the gallon of present-day or fighting and bombing aviation gasoline, with a smoothness of driving never dreamed of before. Your car will be equipped with tires made of the new artificial rubber which will give at least 100,000 miles' wear. It may easily be that you will have to buy a new car to fit your old tires, instead of new tires to equip your old car. Blowouts will be practically unheard of.

Majestic palaces of the sky—as luxurious as the *Normandie* and *Queen Mary*, and carrying 1,000 or more passengers—will before many years be hurtling through space at 500 or more miles an hour, making all parts of the world in less than 24 hours from any center of air travel. The atmosphere for ten miles up will be crisscrossed with an intricate pattern of flying routes, with different levels, like radio bands, for local and express and freight and passenger traffic.

These are but two of the miracles in store for the new after-the-war world. They will be possible because of the refinements and new developments in the mysterious and fascinating black gold drawn from the bowels of the earth—crude oil. Already there are more than 2,000 distinct products being made out of that greasy, smelly substance, ranging from fuel for battleships to delicate perfumes for milady's evening charm, and from Christmas candles to fertilizers. Floor wax, hand lotions, laxatives, explosives, candy, and chewing gum are some of the other things extracted from it which indicate its almost infinite possibilities.

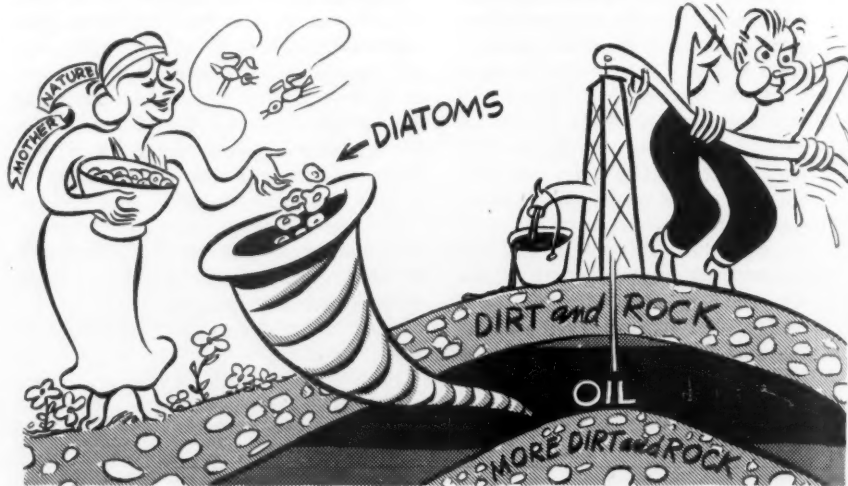
Oil being so vital not only to the war, but to the better life we hope to have when it is won, it is natural to ask: Will

our supply of petroleum stand the drain? I think so.

The United States, alone, has more than 375,000 oil wells with capacity of more than 4 million barrels of petroleum a day. It controls two-thirds of the world's oil.* There are doubtless millions of acres of oil-producing territory in the Western Hemisphere not yet discovered or developed, upon which

radiolaria, and diatoms,† which are identical in body structure with fossils in the Monterey shale of the Santa Maria fields of California and other oil-producing structures. Such diatoms, scooped alive from the ocean today, yield about 2 percent of oil by ether extraction, although they contain about 16 percent organic material.

Yielding 2 percent of oil, the diatoms



America's 14-billion-dollar industry—spending 100 millions a year in research—can draw. Many other parts of the earth should prove to be not less rich. And—

Oil is probably being produced by Nature faster than it is being consumed by man.

Investigations have brought to light facts regarding earth processes which convince us that oil is constantly being formed. This theory of continual petroleum formation is supported by the fact that oceans, lakes, and rivers today abound with fish and mollusks resembling those found in petroleum-bearing formations. We find myriads of microscopic creatures, such as foraminifera,

* For the story of the great east Texas oil field see *Black Gold at Kilgore*, by Helena Huntington Smith, May, 1942, *ROTARIAN*.

† Diatoms are brown, one-celled plants. They grow in jellylike masses in both fresh and salt water and are food for small animals which, in turn, are food for fish. The shells of diatoms are composed of silica (sandy substance) which will not dissolve in water, hence deposit at the bottom of bodies of water. Most geologists and chemists believe petroleum is formed from decomposed organic matter such as diatoms (perhaps under pressure and heat, possibly with the silica of the shells acting as a catalytic agent), which is then absorbed by porous, sedimentary (water formed—i.e., not volcanic) rock. Because oil floats on water, great water pressure within the earth can force the oil into an inverted geologic saucer (called a dome) where it is trapped until tapped by oil drills and brought to the surface. Modern (geophysical) oil prospecting is done by an electronic device which records differences in vibrations, set off by small explosions, as they move through earth, rock, and underground "pools" of oil.

in the Monterey shale (which constitutes a bed 800 square miles in extent and half a mile thick in one section of California) would produce 2 billion barrels of oil. Present-day sedimentation of organic matter is occurring in closed basins of the North American Continental Shelf, particularly along the western coast of California. In other oceans and in the deeper waters along the West Coast, diatoms are depositing, with organic content constantly increasing.

From the foregoing we may conclude that Nature is producing oil at a faster rate than gas pressure or pump strokes can bring it to the earth's surface. What man has secured is not comparable in volume with what has been produced and still is being produced by natural forces. Nature is prodigal. So we may take heart for the future—but now let's review the major uses to which we are putting petroleum.

Motor Fuel. Literally, oil is the new fuel for the new age. I say "new age" because as a noted scientist has said, "1940 is already antiquity." Aviation motors in use today are as radically improved over the 1940 models as the 1940 products were over 1915 types. Fuel for those motors not only has kept pace with them, but has gone ahead. The 100-plus octane gasoline, which 12 years ago cost \$10 a gallon to manufacture in laboratories and now



Think of the new 100-octane gas powering modern planes and the other 2,000 oil products as anything but crude!

By Gustav Egloff

President, American Institute of Chemists;
Research Director, Universal Oil Products Co.

only 15 or 20 cents in refineries, will power your car of the future. It will give you 100 percent more mileage per gallon, longer wear, quicker pickup, more carrying power, smoother riding, and a power you've never before known at the wheel. A foretaste of it is indicated in the comparative aviation records of 100-octane gas compared to 87-octane used in a bombing plane. With 87-octane gas it took 19 minutes for the plane to reach an altitude of 26,000 feet; with 100-octane gas it was done in 12 minutes! With the inferior fuel the plane reached a 33,000-foot ceiling, but with the newer gas it touched 37,000 feet!*

But in the laboratories has been developed a fuel much superior even to the best now used in fighters and bombers. So when you think of your automobile of a few years hence, picture it with a supercharged motor operating on 120-octane or better gasoline—and with a body of light metals, plastic, or plywood with transparent corner posts to give you unobstructed vision of the highway.

Probably your son's family or business car won't be a car at all, but an airplane. The war is producing a generation as much at home among the birds as you are among your sluggish fellow mortals who move about on the earth.

Lubricants. No wheel would turn, no machine would operate, time itself would stop (I'm thinking of watches and clocks!), if our lubricants were suddenly to be exhausted. And the primary source of lubricants is petroleum. In normal times in the United States, for every 25 gallons of gasoline consumed a gallon of lubricating oil is needed.

Today we virtually hand-tailor lubricants for specific uses. Those used in wartime aviation must do their job when the plane is in the frigid stratosphere as well as when, a few minutes later, it may be zooming over a torrid desert—a possible 200-degree variation! Many new processes had to be developed and products synthesized to take the punishment of tanks, ships, and the newer tools of industry operating at high speeds and enormous temperatures.

In this, chemicals added to lubricating oils have proved useful. Many of these compounds contain phosphorus, chlorine, sulphur, oxygen, etc. So-called detergents in high-speed Diesel engines keep the sludge from building on the rings by their washing effect.

One of the most difficult problems the oil chemist has to face is to produce superfine lubricants required for modern guns, exceedingly delicate watch-



es, chronometers, and other instruments required in the modern fighter, bomber, and transport planes. In peacetime some superfine watch lubricants were marketed for as much as \$300 a gallon!

Rubber. I have mentioned tires good for 100,000 miles of trouble-free service. They are a reasonable expectation because we can with petroleum make a rubber much better than that obtained from trees and plants.

Neoprene rubber is based upon acetylene, which for years has been produced almost entirely from coal and limestone in electric furnaces, but is now being synthesized in part from petroleum and natural gas. Thiokol rubber is manufactured from ethylene

Rubber demands are increasing as the tremendous flow of airplanes, tanks, motor trucks, ships, trains, and gun mountings pour out of the factories. Medium-size tanks require 500 pounds of rubber, and the gasoline tank of a Flying Fortress uses the same amount. Gas masks require three-quarters of a pound each, while battleships use up to 75 tons of rubber each. Excavation trucks used by the Army with tire diameters of nearly ten feet require 3,500 pounds. Blimps and barrage balloons, rubber boats, rafts, safety vests and suits for fliers, and hospital supplies—all these presage a terrific wartime demand for petroleum-based rubber. We'll need 850,000 tons next year—and when peace comes once again to our world, we can be assured that the need will not be less.

(Note in passing: Ironically, press dispatches from the Far East indicate that the Japanese are cracking rubber to produce gasoline and other oils, while we crack petroleum to produce rubber! This may be an indication that the Japanese are running short on oil despite the fact that they have taken over the Far Eastern oil fields of the Dutch and British.)

Food Supply. When oil is cracked to produce motor fuel, olefinic gases are by-products. These gases, such as ethylene, propylene, and butylene, hasten fruit ripening and growth. Ethylene was first used to ripen oranges rapidly,



Cartoons by Ray Inman

derived from the cracking of oil, chlorine, and sulphur; Buna S rubber is produced from styrene from coal and petroleum, and butadiene is derived from grain alcohol and petroleum.†

* The story of the development of high-octane gasoline appeared in THE ROTARIAN for January, 1941, *Faster Than Bullets*, by William F. McDermott.

† For a more complete account of synthetic rubbers, see *Stretching Our Rubber*, by Curtis Fuller, June, 1943, ROTARIAN.

by putting a tent over each tree or storing the unripe fruit in a room and adding a small percentage of ethylene. By the use of this method of ripening, the fruit could be shipped without loss due to rotting.

The growth of potatoes has been doubled when the seedlings have been treated with ethylene. And the potatoes grown proved to be more numerous and

larger and contained a higher percentage of vitamin C.

The Russians have shown that butylene gas has a stimulating effect on the growth of such trees as apple, apricot, pear, cherry, plum, peach, and walnut. The method of treating a tree is to enclose it in a tent for two weeks before the normal leafing time. Butylene is passed into the tent in small quantities.

Acetylene, now coming from petroleum, is being used in Australia to increase the growth of pineapple plants. In California, fruit orchards are fertilized by ammonia added to the irrigation water, this ammonia being produced from the nitrogen in the air and the hydrogen from the cracking of petroleum.

Health Protection. Everyone knows how a film of oil in swamps, stagnant pools, and other dark, damp places will destroy mosquito-breeding beds. But that's only a beginning in the usage of oil to combat man's tiny foes.

I can't reveal details, but I can say that oil is now being used to fight or control many diseases and mosquitoes, rats, leeches, fleas, flukes, bats, and a host of other unseen or small enemies of our fighting men. When the war ends, we shall have an amazing arsenal of oil and chemical dust and insect sprays which may do much to make the Tropics habitable.

Et Cetera. To list all the benefits petroleum has brought to man would fill this magazine. For example, there's a new grease which enables a submarine to submerge without leaving a telltale smear of oil on the water. It lubricates exposed parts, but when bits are released, they do not float; they sink below the surface.

Then there are oils for the flotation of metals out of their native ores, and for cutting steel, and for insulating transformers and cables that snake under streets; asphalt for roads and roofs, and wax for paper; cosmetics and chewing gum; tree sprays and cleaning fluids; refrigerants and antifreeze compounds; paints and varnishes; impregnators for matches; rustproofing and preservatives for wood and eggs; cow sprays and battery-sealing compounds; and innumerable plastic objects for house and car.

This hop-skip-and-jump survey of petroleum's usefulness to man may raise in your mind questions about the history of this versatile commodity. I know veterans of the American Civil War who are still living and who remember when there was no such thing as an "oil industry." Yet oil has been known to and used by man since earliest antiquity.

Archaeologists have dug up petroleum-bearing vessels dating back to the time of Abraham on the ancient site of Ur in Chaldea. Egyptians more than 7,000 years ago used oil in their amaz-

ing—and never equalled—embalming process. (The modern counterpart of that is the preservation of eggs by coating them with paraffin oil.) Babylon was surrounded by a wall, the bricks of which were cemented with an oil composition. The Phoenicians about 5,000 years ago used boats sealed against leaks with an oil product.

The Chinese are known to have drilled wells for oil for fuel as early as two centuries before Christ. Pliny, the historian, tells how in the 1st Century near the city of Samosatis there was a pond "yielding a kind of slimy mud, which burns even though water is cast upon it. Only dirt will quench it." He also records that petroleum was used for light and that "oil obtained from Sicily was burned in the lamps of the temple of Jupiter." During the Crusades in the Middle Ages naphtha from petroleum was employed in crude "flame throwers" in the defense of Constantinople. Marco Polo in the 13th Century wrote of a pool of oil in Armenia which was "good for burning and for the cure of distempers in men and cattle." Three centuries ago there was an extensive oil industry in Baku on the Caspian Sea.

The first oil discovery by a white man



in America was made at a spot near the present Cuba Lake, New York, in 1627 by a missionary priest. Other "oil springs" were reported later, and it was revealed that Indians used the substance for toothaches and headaches. In 1753 George Washington learned of the existence of petroleum in western Pennsylvania while on a visit there; he got hold of some of the oil lands and held them as an investment. He listed them in his will—including a "burning spring." During the Revolutionary War American troops bathed in oil from Oil Creek and, according to General Benjamin Lincoln, "were relieved from rheumatic pains, and those who sampled the oil internally found it a gentle purge." Indians to the west sold "fossil oil," good as a medicine and as an illuminant, to white men at \$20 a quart, bartering "fire water" as an equivalent.

In 1828 Pittsburgh gave thought to

lighting its streets with oil lamps. In 1829 a Kentuckian, boring for salt water, evidently struck a "gusher" because a newspaper reported that "the discharges were by floods, at intervals of from two to five minutes, each flow vomiting forth many barrels of pure oil and the flow continuing for three or four weeks, finally subsiding into a constant stream." Oil drained into the Cumberland River and was set on fire, the river "burning" for more than 40 miles.

Thus centuries of "toying" with a vast possibility went on until 1859, when "Drake's Folly" launched one of the greatest and most romantic industries of all time. Salt-well drillers of Pennsylvania had long been troubled by a thick, greasy substance infiltrating their wells and destroying them. A shrewd merchant came along, bottled the stuff, and sold it as a medicine, "Kier's Rock Oil." A New York lawyer saw a chance for profits and hired an ex-conductor to bore for oil. The wildcatting was labelled "Drake's Folly," named after the man who drilled the 69-foot well and brought it in on August 27, 1859. But from it sprang a boom that for fantastic results far surpasses any gold rush or diamond find known to history. As one historian records, "Almost overnight the new-born industry became a bawdy, brawling, prodigal youth. Quiet Pennsylvania villages awoke to find their population multiplied a hundredfold, swarming with gamblers and swindlers as well as honest, but venturesome, men impatiently seeking a quick fortune in rivers of oil."

Just one year later—1860—an oil shortage was predicted! "Authorities" held that the crude-oil production of 500,000 barrels a year would soon exhaust the natural supply. This dire prediction of "The end is in sight!" has been repeated about every five years—yet now nearly a billion and a half barrels are extracted from the ground annually in the United States, whose known reserves are more than 20 billion barrels. Right now there is a "shortage" because of inadequate transportation facilities,* but I venture the prediction that as we return to peacetime conditions, unknown resources will carry America for many years to come. With Nature constantly creating new reservoirs, the world outlook for petroleum is good.

I have ridden in oxcarts at 15 miles a day and in automobiles that do 500 easily. Now planes fly 5,000 miles in 24 hours. In such facts I see an omen of the future. What man has achieved is but a hint and a guide post of what is to come as we further explore the possibilities in hydrocarbons and learn of their usefulness for the human race.

*The oil-transportation problem was charted by Arthur M. Lockhart in *Getting Oil When It's Needed*, August, 1942, *ROTARIAN*.



Peeps at Things to Come

● **One-Time Hypodermic.** To meet the needs of medical officers in the field, a new hypodermic has been designed to be used once and then discarded. The solution of the drug to be administered is enclosed in a sealed glass ampoule with a needle attached by a synthetic-rubber tube. The whole is sterilized and packaged ready for instant use. To give an injection, the needle is inserted in the patient and the tip of the glass ampoule is broken inside the connecting elastic tube by a flick of the finger. Air under pressure in the ampoule pushes the solution through the needle into the patient. A filter prevents glass fragments from reaching the needle.

● **Mica Protects Skin.** Workers in a number of industries are exposed to materials which sometimes cause rashes of the skin that are always uncomfortable and sometimes serious. Numerous protective measures are employed to prevent contact with the irritant. Latest of these is a cosmetic cream containing extremely fine platelets of mica which overlap on the user's skin into a protecting layer like fish scales. Incidentally, the mica used is not suited for normal use.

● **Soap-Washcloth.** A new type of washcloth is made from paper having high strength when wet and saturated with soap. It is discarded after use. High wet strength paper is proving valuable in many types of packages as well as in absorbent paper products.

● **Waterproof Envelopes.** To insure shipping documents against possible damage by water, the United States Navy has adopted a new type of waterproof envelopes in which to enclose them. The envelopes are made of two layers of Kraft paper with an asphalt layer between. In them invoices, inspector's reports, and similar documents are nailed directly to boxes containing shipments and are thus safe from loss or damage.

● **Camouflage Ponchos.** Because plastic-coated fabric, now used instead of rubber for military rain wear, is light colored, camouflage colors can be applied more effectively than to replaced rubber. Thus each side of soldiers' ponchos can be given treatment for low visibility in a different background. When not used for rain protection or camouflage, the poncho forms half of a pup tent.

● **Improving Clays.** Clays from different deposits possess different textures, and since many applications of clays depend upon texture, each clay is more or less limited in its uses. Recent investigations by the United States Bureau

of Mines reveal that so-called "hard" clays of limited value can be improved by milling processes to enlarge their usefulness. After treatment, they can be used much as soft clays are in paper, rubber, and ceramics.

● **Transparent Lunch Boxes.** War's effect on businesses often takes queer turns. The annoying ceremony of inspecting workers' lunches in war plants for contraband has created a demand for lunch boxes fabricated from transparent plastic sheets instead of metal, which in turn has revived a neighborhood industry previously in danger of strangulation for want of unobtainable sheet metal. The transparent boxes allow inspectors at plant gates to do their job quickly without pawing through the contents. When peace comes, there will probably be a demand for these neat lunch boxes too great for the neighborhood shop to supply.

● **Sewing by Radio.** Joining sheets of plastics into useful articles has been greatly simplified and quickened by a new type of sewing machine employing heat-generating electric waves instead of thread. In operation, the seam to be joined is fed between two small motor-driven wheels, each connected to one side of a high-frequency electric circuit. Heat generated in the seam itself fuses the two parts together without cement or thread. The new technique is reported to be faster and more efficient than more accustomed methods. It can be applied to any of the heat-softening (thermoplastic) synthetics, such as vinylite, koroseal, plicofilm, and others.

● **Canned Fishing.** Latest commodities to go into cans are fishing tackle and gear to be used in lifeboats to supply food for the ship wrecked. All the essentials for successful fishing are included—lines, hooks, lures, spears, and gaffs. The canned tackle is now being put into lifeboats of the United States Navy and Maritime Service as standard equipment.

● **Plastic Fire Nozzles.** Fire-fighting equipment for industrial and institutional buildings now is being supplied with plastic nozzles to replace metals. The permanent resistance to corrosion of the new nozzles, their ability to withstand denting, and their attractive appearance without polishing may make the substitution permanent.

● **Done with Mirrors.** Reduction of both time and labor is accomplished by the use of mirrors to place accurately the sights on modern Garand rifles. The older method required two men, a rifle range, and the firing of 13 rounds of live ammunition. Now a light beam is

projected through the bore and by means of suitable mirrors is reflected onto a screen which also shows images of the sights. Since all images are enlarged, accuracy in setting the sights is improved and both time and space used by the young woman who does the job are materially reduced. The mirrors are placed originally by inserting a tested master rifle in the gauge.

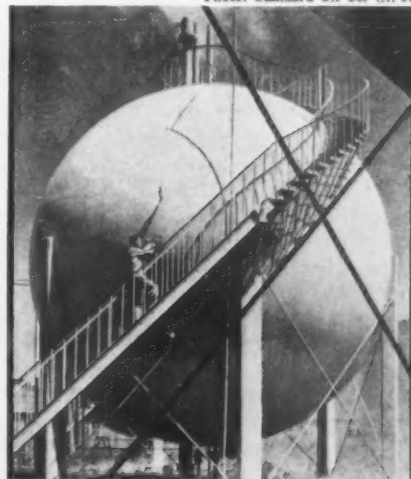
● **New Sulfa Drug.** Latest addition to the list of invaluable sulfa drugs, called "sulfamerazine," is expected to rival the already established sulfadiazine. In addition to these two, the family now comprises four others: sulfanilamide, sulfapyridine, sulfathiazole, and sulfaguandine. Together they constitute probably our most important weapons against infectious diseases.

● **Synthetic-Rubber Progress.** The recent opening of one of America's immense synthetic-rubber plants makes an opportunity to lift a little the veil of secrecy around this vital war development. This plant, in West Virginia, will produce about 90,000 long tons of GR-S rubber annually. That is about one-seventh of the country's peacetime demand, enough to make 16 million passenger-car tires and equal to the output of 270,000 acres of rubber plantation in the Far East. Such a plantation would require a labor force of 90,000 men and would cost nearly one and a half times as much as this chemical plant. The synthetic plant occupies about 40 acres and will employ about 1,500 men and women.

● **Ice Anesthesia.** Immersion of an injured leg or arm in ice for an hour or two has been found to produce effective anesthesia for surgical purposes. The advantages of the method include virtual absence of shock. Steps are being taken to promote its use in military surgery and generally.

Address any inquiries to the Peeps Department, THE ROTARIAN MAGAZINE, 35 East Wacker Drive, Chicago, Ill., U. S. A.

Photo: Standard Oil Co. (N. J.)



SPHERICAL storehouse for the highly volatile products used in the final steps in manufacturing 100-octane aviation gasoline. The ball shape offsets the high pressures created.



A Fireside Forum on Post-War Problems

THE MEN began to arrive at 7:30, and by 8 o'clock the room was full. A fire thundered on the hearth . . . pipes glowed . . . and cigars had already grown an ash. Then our host got up, welcomed us, and put us forthwith into the hands of a discussion leader who, for the next three hours, was to referee one of the brisker verbal "free-for-alls" it has ever been my fortune to audit.

Thus had begun what Rotarians of Chicago, Illinois, call a "fireside smoker"—a meeting of one of the 28 neighborhood fellowship groups in which they foregather once each month to enlarge Rotary acquaintance and to swap opinions. It was all new to me. Not so to them. They've been marking the calendar for these neighborly evenings for five years now (and Rotarians in Seattle, Toronto, Toledo, and other places have been doing something like it for almost as long or longer). Yet this year something new has been added in Chicago. A handbook! Yes, *A World to LIVE In*, the small volume which reprints 30 of THE ROTARIAN's most thought-stirring articles on the post-war world. "That book," one Chi-

cago Rotarian told me, "has done more to whip up interest and to keep our 'bull sessions' on the track than anything else. It's little, but it's mighty."

I soon saw what he meant. Every man in the crowd at the smoker I'm describing had a copy of *A World to LIVE In* in his hands. Not only that. He'd read it, too—at least the first two chapters in it, which our host of the evening, Harold O. McLain, had "assigned" in his letter of invitation. Thus, when Discussion Leader Alfred P. Haake told the men at the start that they'd stick pretty close to the subject of "human rights," they knew what he meant. And were they ready?

Someone has said that where all think alike, no one thinks very much. Brother, by that standard there was plenty of thinking that night! What was "reasonable" to one man about, say, the profit motive, or education, or social guarantys, or government control was "pure bosh" to another. Yet somehow before the evening ended the men had taken a long hard concerted look at tomorrow—when the boys come home and the war plants close. Now



COPIES of *A World to LIVE In* go like hot cakes at Chicago Rotary Club meetings when the book is made the official text for the Club's fireside forums. . . . Then President E. B. Moran does his bit to stimulate sales.

these Rotarians had done nothing any other Rotary Club large or small cannot do. They'd found, as has many a Club, that *A World to LIVE In* is an able discussion primer—and then they'd pumped away.

Finest part of it all—second maybe to the delicious refreshments—was the closing note. "Gentlemen," one of the guests remarked, "we've argued tonight—and not without warmth. Yet at no strain upon our friendship. It is, I think, a little the stronger for it."

—YOURS, THE
SCRATCHPAD MAN

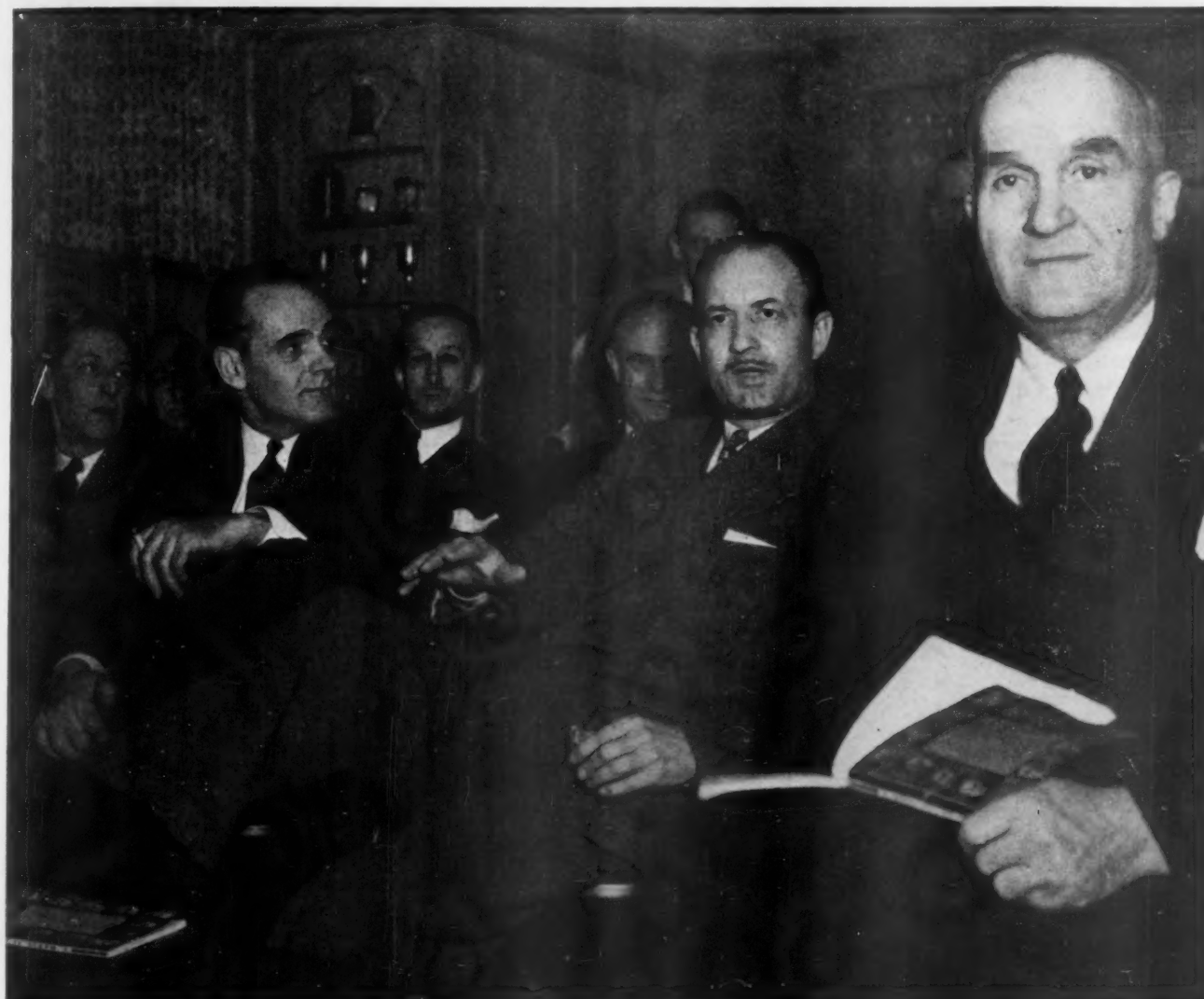




DISCUSSION leader tonight is Rotarian Dr. Alfred P. Haake, an association executive and radio-forum moderator. He heads a panel of leaders the Chicago Club has set up for its fireside forums.



IN A CHAT-in-the-hall, M. D. Vail makes a point, and counts it, as L. D. Jensen ponders it. . . . Then (below) the forum opens up. Rotarians of suburban Highland Park, where the host lives, are guests.





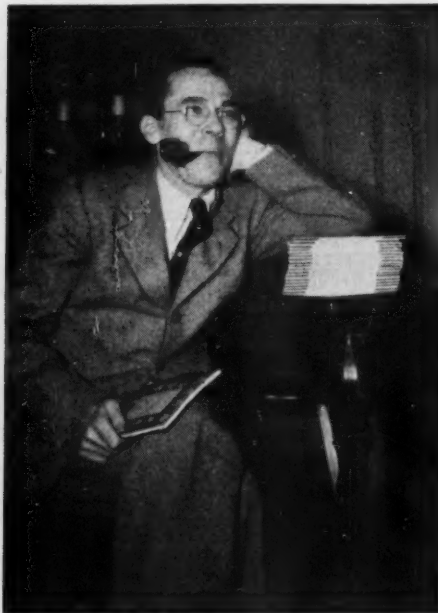
SIDNEY Stackler and E. W. Sundell trace an *A World to LIVE In* article to its source, *The Rotarian*. Rex Rathbun tunes in other talk.



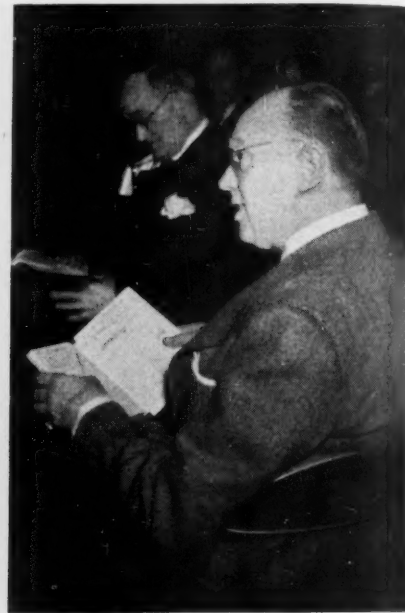
"IT INDUCES talk," agree Club Secretaries P. H. Ewen, of Highland Park, and George L. Treadwell, of Chicago, thumbing the book.



"AS I SEE it, fellows. . . ." It's Stanley R. Clague, the Club's President for 1943-44.



DORSEY Husenetter wouldn't miss this for anything. He's a Highland Park Rotarian.



HOST McLAIN is himself in top form, his interlined handbook hinting of long study.

BUT THE inner man, too, must be fed, a need amply anticipated by the host's kind lady. . . . Soon it's "So long! See you next month at Joe's."



Photos by staff photographer

El Cajon Knows

There's a WAR Going On!



DEEP IN southern California, almost on the Mexican border, is El Cajon (pronounced *el ka-hone*), population 3,300. The 50-some Rotarians there don't gripe, come what may.

When they lost their regular meeting place recently, they looked about. The public library would do, if—. A \$3,500 donation helped them erase that "if" and they remodelled the building. It will have a U.S.O. wing, for which Rotarians helped supply equipment (the Federal Security Agency gave \$7,000). Leasing Library Park for 20 years made it available to all organizations.

El Cajon Rotarians sponsor a full-time war-activity program. These pictures give a hint of its scope—and may carry a timely suggestion to you and to your Rotary Club!

FREE legal advice to servicemen is but one function of the Club's Vocational Service Committee. Here are Club Secretary Hunter, Past President Reed, Vocational Service Chairman Mathews, and a visitor.

THIS aircraft-warning service observation post (right) is manned by Rotarians and Boy Scouts, the latter on duty daily as observers and messengers. The Scouts meet in a log cabin given by the Rotarians.

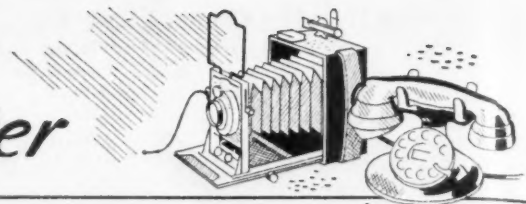
THEY'RE scrappers, these members of El Cajon's Boy Scout troop. Here they are while deep in the recent scrap drive. (They collected 200 tons of metal.) They distribute civilian-defense pamphlets, are now busy helping with the harvests.



Rotary Clubs
5,181

Rotarians
210,000

Rotary Reporter



Young 'Tars' Get Rotary Island

On the St. Lawrence River just off GANANOQUE, ONT., CANADA, lies a beautiful 50-acre wooded island. The GANANOQUE Rotary Club owns it and used it for a camp until recently. Now it has been loaned to the Dominion Government for the duration and has been organized into a Royal Canadian Sea Cadet camp, where teen-aged tars-in-the-making get two-week periods of intensive training. The camp, or "ship" in naval jargon, is one of the largest of 13 such naval training 'centers' in the Dominion, accommodating 300 cadets, 12 to 18 years of age, and officers with naval ratings. Angus MacDonald, Minister of Naval Affairs, and other officials and officers officially opened the camp. Upon the invitation of naval officials, Rotarians attending the 170th District assembly made a complete inspection of the camp.

Here's Fun in Bed for Sick Sailors

From the American Red Cross field director at the OAKLAND, CALIF., Naval Hospital recently came a letter of thanks to BERKELEY Rotarians. She wrote on behalf of patients who received \$100 from the Club for the purchase of handcraft materials. It made possible a program for ambulatory and bed patients which includes weaving, leatherwork, belt knotting, painting and sketching, clay modelling, and wood burning.

It's Fun to Ride a 4-Horse Shay

Using a farm wagon to solve gasoline and tire problems was the ingenious scheme followed when 25 Rotarians and guests of MANCHESTER, CONN., travelled to the local country club

for a recent meeting. In a big farm wagon drawn by four horses, members had a fine time coming and going. They fully endorse it and—what's more—they plan to do it again!

Youth Are the 'Big Shots' Here

The Youth Service Committee of the CRANFORD, N. J., Rotary Club is no idle group. Five boys were sent to camp for two-week periods this Summer. At the Club meeting during Youth Week, senior high-school students serving as the municipal township committee for a day conducted the program and took over the official positions. The Club also held a treasure hunt for elementary-school children, its annual trout-fishing contest, and an essay contest on "Youth's Part in a Democracy at War."

K. C. Rotarians Publish History

In 110 pages of interesting text and pictures the KANSAS CITY, Mo., Rotary Club has published its history. Entitled *Annals of Rotary in Kansas City, Missouri, since 1910*, the book summarizes the high points of the Club's history since the Club was organized in 1910 (58 members), up to the present year (377 members). Included are brief autobiographical sketches by each living ex-President and biographies of those deceased.

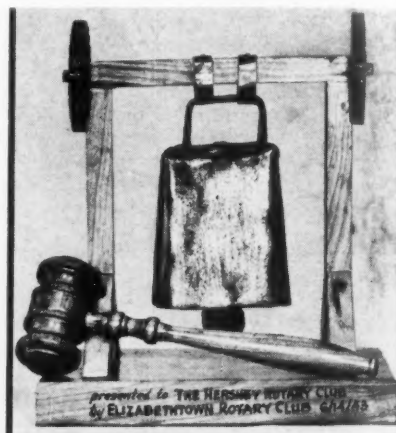
Fighting Men 'Smoke Up'

Soldiers and sailors like to smoke, and many Rotary Clubs send them cigarettes. For example: BOLIVAR, Mo., Rotarians, in conjunction with the local chapter of War Dads, collected \$103 for cigarettes for armed forces overseas. . . . In EVANSVILLE, IND.,

Rotarians sent 1,000 packs of cigarettes to men in overseas service. . . . IRVINGTON, N. J., Rotarians collected \$141 in dimes in 14 months, used it for cigarettes and gifts for servicemen visitors at their Club and for books of movie tickets for soldiers at a near-by camp.

Rotarians Help Revive a Town

Here's the brief story of how Rotarians helped to put a town back on its feet after depressions, hurricanes, political factions, and floods laid it low. The town of THREE RIVERS, MASS., had all the above and as



"BOSSY'S" in her grave, but her bell tolls on, at least for the duration, for Hershey, Pa., Rotarians. Their Club's sponsor, the Rotary Club of Elizabethtown, presented it.

a result was dwindling to a ghost community. Rotarians and other businessmen of near-by PALMER, MASS., conferred with the THREE RIVERS Chamber of Commerce and did some planning and hard work. Today four vital war industries have replaced the low-waged cotton business, welfare rolls have been unloaded, and a varied industrial program gives promise of prosperity to the town.

It was worked out this way: By means of a community corporation, citizens bought stock to revitalize local industry. Pledges of \$15,000 were made, and the Palmer Industries, Inc., was founded in THREE RIVERS. Old buildings were repaired and four new industries, employing 1,200 people, were set up to produce machine tools, glider fusilages, cardboard containers, and bandages for the armed forces.

Toledo Likes Its Fireside Forums

For more than a decade the Rotary Club of TOLEDO, OHIO, has held an annual series of "fireside meetings" in the homes of members. Are they fruitful? Here's a sample of the results: The first such series, in 1933, featured discussion of the National Pro-



FOR RECRUITING nurses, St. Louis, Mo., Rotarians receive a community-service award. Here Miss Mary Heileman, the Club's first

nurse, presents certificates of honor to Nurse Committeemen. Louis L. Roth, 1942-43 Club President (beside her) smiles approval.

bation Association's survey of the county juvenile court. It was revealed that the local judge had failed to follow the survey's recommendations, so a group of Rotarians organized a finance committee, raised funds to inform the citizens, and elected a new judge for the court. Today the local juvenile court is one of the country's finest. At the most recent series of meetings Walter D. Head, of MONTCLAIR, N. J., Past President of Rotary International, led discussions on "Rotary's Role in Post-War Planning." Each of the 200 members attending was called upon to express his opinion on the vital subject.

Greetings to 14 New Clubs!

Congratulations and best wishes to the following 14 new Clubs recently admitted to membership in Rotary International: Robeson, Pa.; Holly Ridge, N. C.; Pembroke, Ont., Canada; Rochester, Tex.; Summerside, P. E. I., Canada; Renton, Wash.; New-castle, N. B., Canada; Picton, Ont., Canada; Montmagny, Que., Canada; Mont-Joli, Que., Canada; Hershey, Pa.; Louiseville, Que., Canada; Springhill, N. S., Canada; Upper Sandusky, Ohio; San Justo, Argentina; Finsbury, England; Bhuj, India; Celaya, Mexico; Campo-Maior, Brazil; Monte Caseros, Argentina; Lagos de Moreno, Mexico; Lambayeque, Peru; Hutt, New Zealand; Alexandria, New Zealand; Woodville, New Zealand; Wagner, So. Dak.; Matane, Que., Canada; Baie Comeau, Que., Canada; Kannapolis, N. C.; Gustine, Calif.; Södertälje, Sweden; Zitacuaro, Mexico.

Felicitations to the Rotary Club of Dothan, Ala., upon the celebration of its 25th anniversary in September!

Lucky They All Didn't Preside!

It's really something "to write home about" when all Past Presidents of a 13-year-old Rotary Club are present at a meeting. That's what happened in PUENTE, CALIF., at the Club's last meeting of the 1942-43 Rotary year. When the meeting closed, there were 14 Past Presidents there—for at the following meeting the 1943-44 President would be in the chair. All but one of them are still active.

'At Home' Week Primes Fellowship

An "open-house" plan furthered the Club Service and Vocational Service Objects in the Rotary Club of CHARLESTON, ILL., during the past year. Each Club member was "at home" at his place of business for one specified week, while other members paid him a social call. The host Rotarian reported at the following Club meeting on the number of visitors and his experiences while "at home." Two of the members made every visit of the year, 50 in all. Many others missed but one or two.

Gifts to Men Donning Khaki

Knowing how much "little things" count, the Rotary Club of MILTON, MASS., gives a package containing cigarettes, candy, and gum to each selectee leaving its city and near-by RANDOLPH. Money for the gifts is raised

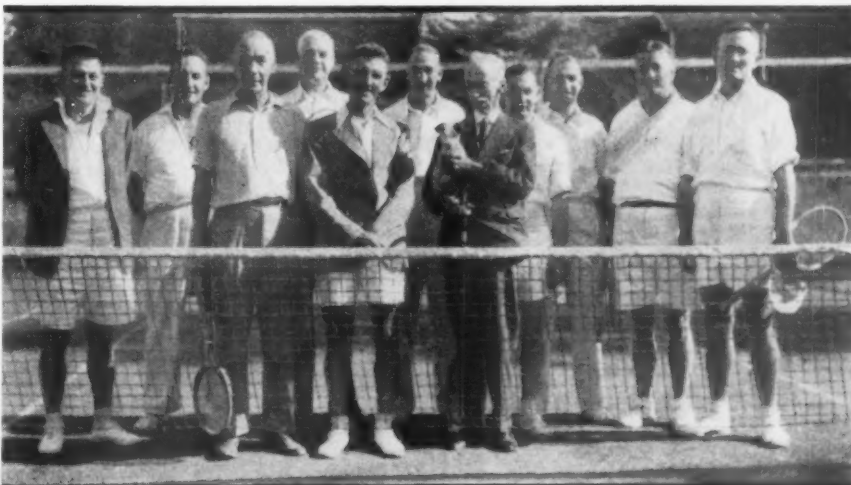
by passing a small cash register among members at Club meetings. Their wives helped too—by selling rationed foods at a ladies' night party. Besides this, Club members turn out to give newly inducted men a send-off. The War Service Committee also entertains servicemen from near-by camps at luncheons, and worked with the Red Cross to supply two local units with equipment—tables, chairs, mirrors, desks, radios, phonographs, and athletic supplies.

Montreal Helps War Wounded

Many bomb victims of Britain are better off because of MONTREAL, QUE., CANADA, Rotarians. The Club set up a birthday thank-offering fund for their aid; a recent report disclosed that subscriptions to the fund totalled \$5,689. Here are typical cases



RETIRING President J. G. Hood's presence at the last meeting of his administration was "electric." Amazed Richmond, Va., Rotarians heard him preside from his bedside—to which he is confined—by telephone.



WHEN Rotarians of Brisbane, Australia, swung their racquets in a tennis tournament to raise funds for a mobile canteen for the fighting forces, they "netted" £1,500.



THIS GROUP of the 150 Chester County, Pa., Boy Scouts and Sea Scouts salvaged 5,000 pounds of copper by removing it from pipe

fittings at a steel company. Members of the eight Rotary Clubs in the county have long been active in the promotion of Scouting.

Photo: Los Angeles Times



HE TALKED out of turn, so Rotarian Harry Burk (right) paid \$100 to Wilbur M. Tate, then Huntington Park, Calif., Rotary Club President. Fines of \$657 went to the community's Hospitality House for servicemen.

given assistance: A young girl whose home was bombed and her mother killed was hospitalized for one year. Glass splinters which riddled her are still exuding. One eye is gone, the other is going blind. A blacksmith blinded during a bombing attack is being trained to support his family as a telephone operator. A 9-year-old child whose parents were killed was hospitalized five months

for shock treatment. One leg is permanently short, and she wears a caliper supplied by the Rotary fund.

Waynesboro in 'Shangri-La' Drive Club members paid 98 cents to \$1,000 for cigarettes and cigars when the WAYNESBORO, VA., Rotary Club conducted its war-stamp auction sale during the *Shangri-La* airplane-carrier campaign. With every member pitching in, the Club sold \$7,843.99 in war stamps, exceeding the city's quota of \$7,815. But the Rotarians weren't satisfied with this—they went ahead and established a "double the quota" goal for the community.

Community Service: 3 Typical Reports

A recent message to Rotary Clubs from the Board of Directors of Rotary International urged intensified Club activities in wartime Community Service. Clubs responded—and how! Rotarians of EMMAUS, PA., for example, lightened their pockets by \$250 donated to the town playground fund.

Taking stock of their war and Community Service activities for the past year, Rotarians of OAKLAND, CALIF., found they had loosened their purse strings to the tune of \$1,129 for enter-



HERE'S HOW Rotarians of Pasadena, Calif., solve one parking problem. This sign reserves space for the Club's guest speaker; another helps to serve visiting Rotarians.

tainment and facilities for servicemen, \$5,717 for various community-welfare projects.

Participation in the following community activities is pointed to with justifiable pride by the Rotary Club of AMBLER, PA.: public library, fire company, high-school prize, community-improvement fund, Red Cross, ambulance fund, high-school football banquet, AMBLER service-flag committee, needlework guild, and playground improvement.

Halifax Fêtes Fusiliers

When Rotarians of HALIFAX, ENGLAND, learned that the Princess Louise Fusiliers of HALIFAX, N. S., CANADA, had arrived in Britain, contact was made immediately. Officers and men of the unit accepted an invitation to visit HALIFAX as guests of the Club for three days.

Dimes Help Link Lynns

Rotarians of LYNN, MASS., save their dimes in a mite box, and when there is a tidy sum, it is cabled to war-stricken King's LYNN, ENGLAND. The latest was \$100, which made a total of \$450 forwarded to date.

A Communique from Food Front

Here's something new in Community Service: Rotarians of BUFFALO, N. Y., manage a Victory Garden with 60 plots available to both Club members and outsiders. The plots were plowed, harrowed, fertilized, and made ready for use by Club members.

Another alert New York Rotary Club—LOCKPORT—enlisted members and outsiders for farm and canning-plant labor.

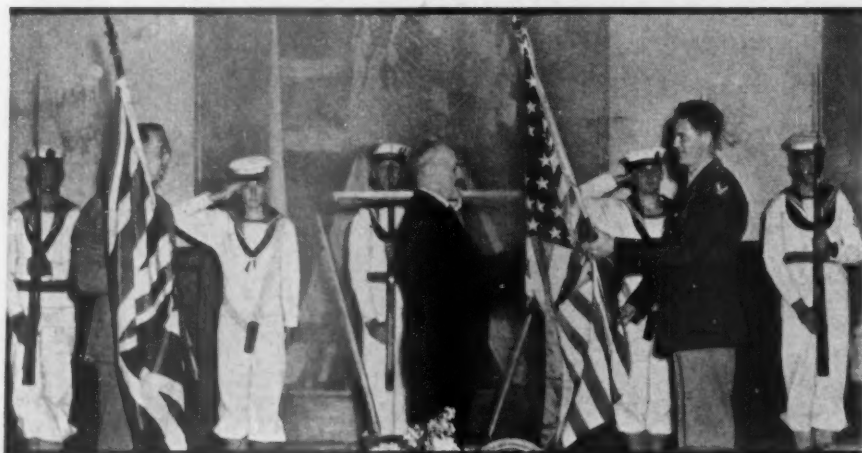
Tyler Makes Better Citizens

For nine years the Rotary Club of TYLER, TEX., has fostered a "Young Citizens Club" which has set an example followed by other Rotary Clubs in the District. Its object: to encourage the development of good citizenship in junior-college and high-school students. Annually, a month before the schools close, each junior college and high school in the community selects its most outstanding pair of students, a boy



WAR BOND Purchase Day is a regular affair for Unionville, Mo., Rotarians. Here they flank the post office after exchanging stamps

for bonds. Each member buys a stamp a week, and when all the members' stamp books are full, they are exchanged for bonds.



THE COLORS of the U. S. A. and Britain are presented to Rotarians of Edmonton, Alta., Canada, by R.C.A.F. and U.S.A.A.F. officers

in recent ceremonies. Retiring President W. C. Bruce accepts the Stars and Stripes; a Canadian officer holds the Union Jack.



CHAMP and "manager." Gordon Holle, Garber, Okla., F.F.A. boy, with one of his three prize-winning steers exhibited in livestock shows the past six years. His chapter of the Future Farmers of America is a consistent trophy winner, is sponsored by Rotarians.

and girl of top character and leadership. Those honored receive engraved certificates and attend a banquet given by the Rotary Club. Former "honorees" are invited too, and school representatives report on the accomplishments of past winners.

Lepers' Plight Opens Purses

Rotarians of KATOOMBA, AUSTRALIA, were recently given an insight into the work done among lepers when they were addressed by a representative of the Leper Mission in New South Wales. He told of the ravages of the disease which affects 4 million people in the world, pointed out that it takes but £5 to support a leper for one year. Moved, Rotarians turned over £26 in unsolicited donations.

From Canada—Clothes for Needy

A box of clothing was recently welcomed by residents of battle-scarred CLACTON-ON-SEA, ENGLAND. Sent by the Ladies Auxiliary of the WINNIPEG, MAN., CANADA, Rotary Club, it was earmarked for distribution to the needy by Rotary ladies. CLACTON-ON-SEA overshot its goal of £100,000 during its recent "Wings for Victory" week, and raised £104,219 for five "Mosquito" bombers. Rotarians took a leading part in the campaign.

Parcels Go to War Prisoners

As many Rotary Clubs around the world are doing, the Rotary Club of SPRINGS, SOUTH AFRICA, has raised funds to provide monthly parcels for local men who are now prisoners of war. The Club has adopted a number of prisoners at a cost of £24 a year per man.

Club Services— in Capsule Form

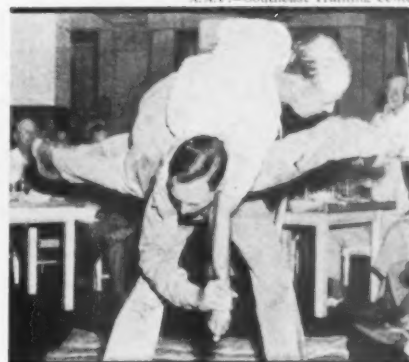
Among the innumerable ways in which Rotary Clubs everywhere are helping their communities, give heed to these: In LUGANO, SWITZERLAND, where Rotarians distributed soup to needy families for two hours daily

during a three-month period. Meanwhile, members' wives distributed approximately 3,000 Swiss francs' worth of clothing to the poor. . . . In OULU, FINLAND, where Rotarians care for two families of war orphans. . . . In the United States at RED CREEK, N. Y., where Rotarians set up a \$100 fund for treating school children suffering from eye troubles. . . . In CLINTON, Mo., where the Rotary Club recently sent \$50 to the State Crippled Children's Association.

Small Clubs Can Set the Pace!

Here's further proof that a small Rotary Club can do big things in Community Service. The 35 members of the Rotary Club of CHULA VISTA, CALIF., sponsor an airplane observation post which they built themselves. Members also provide bottled water, wood heat, oil for lanterns, and transportation for citizens manning the post. Rotarians see that there are always two persons on duty.

Another Rotary Club that helps man an airplane observation post is that of CRISFIELD, Md. It also serves as a clearinghouse for a "share the ride" plan and provides transportation to enable selectees to make train connections to reception centers. (In an account of this



AN ARMY expert demonstrates a few of the fine points of judo to Tom J. Fricke and his fellow Rotarians of Stuttgart, Ark.

activity in the August ROTARIAN, CRISFIELD was inadvertently placed in the State of Pennsylvania.—Eds.)

Fête Servicemen and Cadettes

Upon the anniversary of a service center not long ago, the Rotary Club of MORRISVILLE, PA., was host to 680 servicemen and 450 hostess cadettes. Rotarians and their wives supplied refreshments, cigarettes, and prizes for dancing.



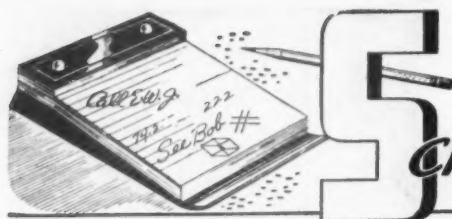
A BUGGY RIDE saved gas, proved fun for new and old officers of the Harrisburg, Pa., Rotary Club. Driving to inaugural cere-

monies (left to right) are Incoming Vice-President Mitchell, Rev. Kolb, Incoming President Howe, 1942-43 President H. G. Banzhoff.



BOWLING over all competition, these Scotia, N. Y., Rotarians (and one other) won the recent 27th Annual Rotary International

Telegraphic Bowling Tournament (see July Rotarian). Shown here are Bowlers Conrad, Witbeck, Eaton, Leisring, Snell, and Rankin.



Scratchpaddings

LETTER-A-DAY MAN. Since 1929 the Cambridge Rotary Clubs—four in the United States, one in England—have set an example for close contact, in meetings, in the exchange of phonograph records, movies, and correspondence. For more than three years, for example, P. C. FITZGERALD, an honorary Rotarian of Cambridge, England, has been corresponding with a Cambridge, Ohio, Rotarian. He writes a 300- to 350-word letter every day except Sunday to W. G. WOLFE, Chairman of the Ohio Club's International Service Committee. ROTAR-

Rotarian C. L. Kayser



FATHER and son in Rotary: T. P. Eggmann, Sr. and Jr. To fellow Wood River, Ill., Rotarians they are known as "Tank, Sr. and Jr."

IAN FITZGERALD is a 76-year-old historian and poet, and his humorous, philosophic letters tell what ordinary home-front Britons are doing and saying during wartime and what the Rotary Clubs are doing. A "FITZGERALD Column," containing extracts from his letters, appears two or three times a week in the Cambridge, Ohio, *Jeffersonian*.

Family Matter. The DANIELSONS of Kansas are still talking about the family reunion they enjoyed in St. Louis during Rotary's recent reunion there. Dad and Mother (ROTARIAN E. B. DANIELSON and his wife) were on hand. So were their son DALE H., who was in the home stretch of his term as Rotary's youngest District Governor, and his wife. So was son GLEN E., who'd come over from near-by Jefferson Barracks, where he had just entered the service. The family's one regret was that the third son, LLOYD C., couldn't be present. He was in Edmonton, Alta., Canada—a civilian worker at a local air base. All four of the DANIELSON men are members of the Rotary Club of Russell, Kans.

'Bill' Retires. After 25 years as Secretary of the Rotary Club of Rochester, N. Y., WILLIAM H. CAMPBELL recently retired. When he took over the secretarial reins in 1918, membership totalled 250. Today the Rochester Club, with 460 members, is the second-largest Rotary Club in the world. For 29 years "BILL" served as Program Chairman, for 17 months as Club President. In

1926 he was elected Governor of the old 28th District, and the following year he was made a member of the Aims and Objects Committee of Rotary International, in charge of Community Service and Boys Work. He was a Director of Rotary International in 1928-29.

Double Honor. Perhaps it's not unique, but it's decidedly uncommon for a Rotary Club President to become the father of twins while in office. When that recently happened to J. HARVEY BUCKLE, Brisbane, Australia, Club President, fellow members fêted him at a weekly meeting, presented him with £10 war savings certificates for each twin.

Harris Tale. Honor came to WILLIAM C. HARRIS, President of the Atlanta, Ga., Rotary Club, when he recently received a silver trophy in recognition of his "unselfish service to his city . . . his ideals and performance in good citizenship . . . and his exemplary fidelity to the principles and objectives of Rotary International." PRESIDENT HARRIS' beginning in Rotary had a believe-it-or-not touch. At his induction into membership in the Atlanta Club in 1937, PAUL P. HARRIS, Rotary's Founder, was speaker, EVELYN HARRIS was President, JOEL C. HARRIS was District Governor, and the meeting was held on Harris Street. Of the HARRISES named, but two are related: EVELYN and JOEL C. They're brothers.

Sandbagger! THE REVEREND WILLIAM L. MEYER, of Jackson, Mo., is a District Governor (135, eastern Missouri) who practices personal Community Service. During the flood near Cape Girardeau in May he worked all one night with a group of men piling sandbags to save a cement plant from the flood. Perhaps, suggests his predecessor as Governor, EDWARD V. LONG, of Bowling Green, Mo.,

he sang, "Praise the Lord and pass the sandbags."

No Son; Not Ill. Through an erroneous report received from Africa, the March ROTARIAN told of the illness of "the son of T. J. REES, of Swansea, Wales, 1942-43 President of Rotary International in Great Britain and Ireland." ROTARIAN REES, who was reelected the 1943-44 President of R.I.B.I., informs THE SCRATCHPAD MAN that he has no son.

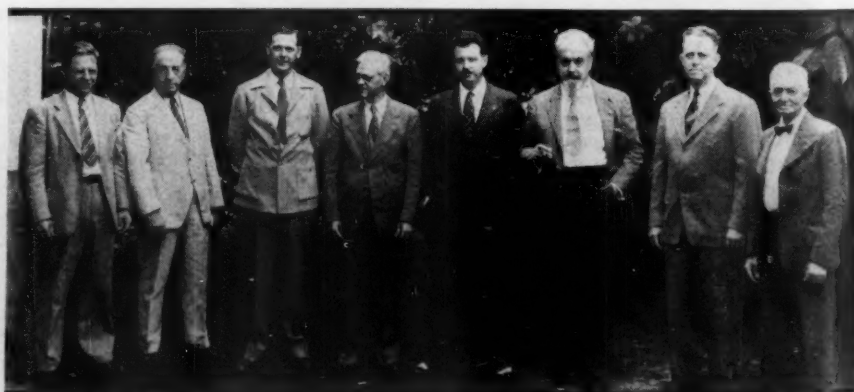
'Democracy . . . Rotary.' At the 25th anniversary program of the Rotary Club of Sault Ste. Marie, Ont., Canada



HIS TERM of office over, Frank W. Koth, Outgoing President of the Albion, Mich., Rotary Club, is "attired to retire" by fellow Past Presidents. But he'll stay active!

—held in June—HOWARD P. PORTER, of East Jordan, Mich., then District Governor-Elect, was guest speaker. "The Sault Ste. Marie Club can look back with pride on its accomplishments," he told 76 Rotarians and guests, "and successfully steer its coming course along the same line. We may complain of restrictions, but we must give way for the sake of democracy, and the aims of Rotary must be directed in that way."

Arcadia Bound? Here's another chance to serve those who serve you. Rotarians of Arcadia, Calif., urgently request the names of Rotarians or their sons stationed at the Ordnance Training Center at Camp Santa Anita, Arcadia, Calif. Club members are anxious to



THESE FOUR father-and-son pairs make up 20 percent of the membership of the Rotary Club of Hilo, Hawaii. From left to right:

Merrill and Carl Carlsmith; Frank Huff, Jr. and Sr.; Luigi and Guido Giacometti; Orlando (1942-43 President) and L. C. Lyman.

open their homes to them and to give them all possible service (see photo at right). At a "courtesy center" members' wives welcome soldiers' families to the city and help them find lodging.

Rotary Committees. As one of his first acts as President of Rotary International, CHARLES L. WHEELER named his Committees for 1943-44. They are:

Aims and Objects—Richard E. Vernor, Chicago, Ill., U.S.A., Chairman.

CLUB SERVICE: Hal A. McNutt, Stillwater, Okla., U.S.A. **Alternate:** Frederick G. Hall-Jones, Invercargill, New Zealand.

VOCATIONAL SERVICE: J. Raymond Tiffany, Hoboken, N. J., U.S.A. **Alternate:** Arthur Mortimer, St. Pancras, England.

COMMUNITY SERVICE: Albert Zachary Baker, Cleveland, Ohio, U.S.A. **Alternate:** Henry T. Low, Bulawayo, Southern Rhodesia.

INTERNATIONAL SERVICE: David Antonio da Silva Carneiro, Curitiba, Brazil. **Alternate:** George O. Spencer, Moncton, N. B., Canada.

Canadian Advisory—John M. Thomson, Owen Sound, Ont., Canada, Chairman; Frank I. Doherty, Amherst, B. C., Canada; Richard Roy Davidson, Lethbridge, Alta., Canada; George Harris, Montreal, Que., Canada; C. P. Nickerson, New Glasgow, N. S., Canada.

Constitution and By-Laws—Louis C. Cramton, Lapeer, Mich., U.S.A., Chairman; Harry F. Russell, Hastings, Nebr., U.S.A.; Edward V. Long, Bowling Green, Mo., U.S.A.

1944 Convention—Stanley Long, Seattle, Wash., U.S.A., Chairman; Lawrence S. Akers, Memphis, Tenn., U.S.A.; Santiago M. Cerruti, Pergamino, Argentina; Percy Hodgson, Pawtucket, R. I., U.S.A.; John Lyman Trumbull, Vancouver, B. C., Canada; Richard E. Vernor, Chicago, Ill., U.S.A.

1945 Convention. S. Kendrick Guernsey, Jacksonville, Fla., U.S.A., Chairman; Stanley C. Forbes, Brantford, Ont., Canada; Joseph S. Merritt, Dundalk, Md., U.S.A.; G. Ramirez Brown, Managua, Nicaragua; Louis L. Roth, St. Louis, Mo., U.S.A.; Richard E. Vernor, Chicago, Ill., U.S.A.

Extension Committee for United States, Canada, Newfoundland, and Bermuda—Arthur Lagueux, Quebec, Que., Canada, Chairman; Geoffrey A. Wheable, London, Ont., Canada; Hubert T. Johnson, Waco, Tex., U.S.A.; Irvin W. Cubine, Martinsville, Va., U.S.A.; Fred K. Jones, Spokane, Wash., U.S.A.

Extension Committee for Ibero-America—Joaquin Serratos Cibils, Montevideo, Uruguay, Chairman; Mario Beloso, Maracaibo, Venezuela; Alberto Garcia Canton, Mérida, Mexico; Mario Dihigo, Matanzas, Cuba; Plinio Leite, Petropolis, Brazil.

Finance—Harry E. Hovey, Geneva, N. Y., U.S.A., Chairman; Harry A. Mitchell, San Francisco, Calif., U.S.A.; Tom J. Davis, Butte, Mont., U.S.A.; Manuel Galigarcia, Havana, Cuba; Herbert J. Taylor, Chicago, Ill., U.S.A.

Magazine—Winthrop R. Howard, New York, N. Y., U.S.A., Chairman; Ricardo Calatroni, Rosario, Argentina; Carlos M. Collignon, Guadalajara, Mexico; Lyman L. Hill, Evansville, Ind.,

U.S.A.; John B. Reilly, Whittier, Calif., U.S.A.; Herman Roe, Northfield, Minn., U.S.A.

Investment—Harry A. Mitchell, San Francisco, Calif., U.S.A., Chairman; Rufus F. Chapin, Chicago, Ill., U.S.A.; J. Eugene Conklin, Hutchinson, Kans., U.S.A.

Nominating Committee for President of R. I.—J. Raymond Tiffany, Hoboken, N. J., U.S.A., Chairman and member; **Alternate member:** O. B. Sellers, Fort Worth, Tex., U.S.A. J. Edd McLaughlin, Ralls, Tex., U.S.A.; **Alternate:** Percy Hodgson, Pawtucket, R. I., U.S.A. John B. Reilly, Whittier, Calif., U.S.A.; J. Eugene Conklin, Hutchinson, Kans., U.S.A.; **Alternates:** Bart N. Peak, Lexington, Ky., U.S.A.; George W. Harris, Washington, D. C., U.S.A. John M. Thomson, Owen Sound, Ont., Canada; **Alternate:** Fred E. Osborne, Calgary, Alta., Canada. P. H. W. Almy, Torquay, England; **Alternate:** G. M. Verrall Reed, London, England. Kurt Belfrage, Stockholm, Sweden; **Alternate:** Kenneth J. Young, Capetown, South Africa. Carlos M. Collignon, Guadalajara, Mexico; **Alternate:** Ricardo Calatroni, Rosario, Argentina. Sinclair J. McGibbon, Perth, Australia; **Alternate:** Shapoorjee B. Billimoria, Bombay, India.

On Participation of Rotarians in the Post-War World—Paul B. McKee, Portland, Oreg., U.S.A., Chairman; Luther Hodges, New York, N. Y., U.S.A., Vice-Chairman; Karl F. Barfield, Tucson, Ariz., U.S.A.; Selwyn Gwilynn Blaylock, Trail, B. C., Canada; David Antonio da Silva Carneiro, Curitiba, Brazil; Fernando Carbajal, Lima, Peru; C. Sylvester Green, Hartsville, S. C., U.S.A.; Walter D. Head, Montclair, N. J., U.S.A.; Jay C. Hormel, Austin, Minn., U.S.A.; Daniel L. Marsh, Boston, Mass., U.S.A.; A. J. McKenzie, San Antonio, Tex., U.S.A.; Roy A. Plumb, Detroit, Mich., U.S.A.; Carl Zapffe, Brainerd, Minn., U.S.A. (Two more members to be named later).

Rotary Foundation Campaign—W. W. Martin, St. Louis, Mo., U.S.A., Chairman; Crombie Allen, Ontario, Calif., U.S.A.; E. A. Blackburn, Houston, Tex., U.S.A.; James M. Cobb, Monroe, La., U.S.A.; H. Dennett Jones, Graham, N. C., U.S.A.; David C. Rattray, Maui, Hawaii; Nat S. Rogers, Seattle, Wash., U.S.A.

Relief to Rotarians—Datus E. Proper, San Antonio, Tex., U.S.A., Chairman;



MAJOR GENERAL James A. Ulio, adjutant general of the U. S. Army, is inducted into honorary Rotary membership by Rotarians of his former home city of Fargo, No. Dak.

Photos: Wallinger



NOT ONLY "look-alikes," but in the same Rotary Club, are Reuben Swan and George L. Treadwell, Club Secretary, of Chicago, Ill.



ONE OF THE signs Arcadia, Calif., Rotarians have erected to remind fellow citizens to share their cars with servicemen.



MINIATURE surfboards (note extreme right) hang from the lapels and protrude from the pockets of Past Presidents and visitors at meetings of the Rotary Club of Waikiki, Hawaii.

Frank C. Barnes, Manistee, Mich., U.S.A.; Edouard Christin, Montreux-Vevy, Switzerland; Rilea W. Doe, Oakland, Calif., U.S.A.; Frank J. Horn, Macomb, Ill., U.S.A.; Arthur E. Larkin, Minneapolis, Minn., U.S.A.; C. T. Wang, Chungking, China.

Permanent Home for Rotary—Roy J. Weaver, Denver, Colo., U.S.A., Chairman; Ed. R. Johnson, Roanoke, Va., U.S.A.; Fred Haas, Omaha, Nebr., U.S.A.

Youth—Daniel F. Lincoln, Jamestown, N. Y., U.S.A., Chairman; Marvel

Beem, Los Angeles, Calif., U.S.A.; George G. McNab, Guelph, Ont., Canada; Burton E. Nelson, Menomone, Wis., U.S.A.; Raul Julio Selva, Bahia Blanca, Argentina.

Rotary Foundation Trustees—Clinton P. Anderson, Washington, D. C., U.S.A., Chairman; Tom J. Davis, Butte, Mont., U.S.A.; George C. Hager, Chicago, Ill., U.S.A.; Will R. Manier, Jr., Nashville, Tenn., U.S.A.; Harry H. Rogers, Tulsa, Okla., U.S.A.

South American Committee of Col-

laboration among Rotary Clubs—Enrique Gil, Buenos Aires, Argentina, Chairman; Juan Munoz Reyes, La Paz, Bolivia; Samuel Augusto Leao de Moura, Santos, Brazil; Joaquin Lepeley, Valparaiso, Chile; Jorge Roa Martinez, Pereira, Colombia; Carlos Roca Carbo, Guayaquil, Ecuador; Lorenzo Nicolas Livieres, Asunción, Paraguay; Felipe Ganoza, Trujillo, Peru; Rodolfo Almeida Pintos, Montevideo, Uruguay; Mario Belloso, Maracaibo, Venezuela.

—THE SCRATCHPAD MAN

They Go to Meetings — Every Week!

These Rotarians haven't missed a Club meeting for 15 years or more—that's 780 meetings!

(1) Carl Haenselman, florist, 18½ yrs.; (2) Wright S. Craghead, moving and storage, 16¾ yrs.; (3) Leslie B. Kelso, undertaker, 20¼ yrs., all of Boulder, Colo.; (4) John B. Robinson, lumber retailing, 15½ yrs., Poughkeepsie, N. Y.; (5) E. G. Raymond Young, clothing—men's tailoring, 16 yrs., Lansdowne, Pa.; (6) John K. Stauffer, city planner, 16 yrs.; (7) Harry C. Maurer, architect, 16 yrs.; (8) Harry J. Schad, theater—motion pictures, 16 yrs., all of Reading, Pa.

(9) M. R. Glover, fire insurance, 21 yrs., and (10) Dr. W. S. Cook, dentist, 21 yrs., both of Beaver Falls, Pa.; (11) J. William Sigman, commercial photography, 17½ yrs.; (12) Samuel L. Shanaman, lumber retailing, 17½ yrs.; (13) Arthur W. C. Smith, structural steel, 15½ yrs., all of Phoenixville, Pa.; (14) Edwin A. Menninger, newspaper publishing, 16¼ yrs., of Stuart, Fla.; (15) Raymond H. Green, printing, 15¾ yrs., Long Beach, Calif.; (16) Percy Evans, newspaper publishing, 18¼ yrs., Escondido, Calif.; (17) Robert W. Stratton, cream and milk, 17 yrs., and (18) F. W. Trumper, tailor, 20 yrs., both of Guelph, Ont., Canada.

(19) Harry S. Thomas, pads for horses, 21 yrs., Chatham, Ont., Canada.; (20) John F. Cody (deceased), oil petroleum products, 25 yrs., London, Ont., Canada; (21) James H. Young, investment banking—Federal farm loans, 16 yrs., Springfield, Ill.; (22) Sam A. Ziegler, general insurance, 20 yrs., Carmi, Ill.; (23) C. A. Van Winkle, real estate, 21 yrs., Rutherford, N. J.

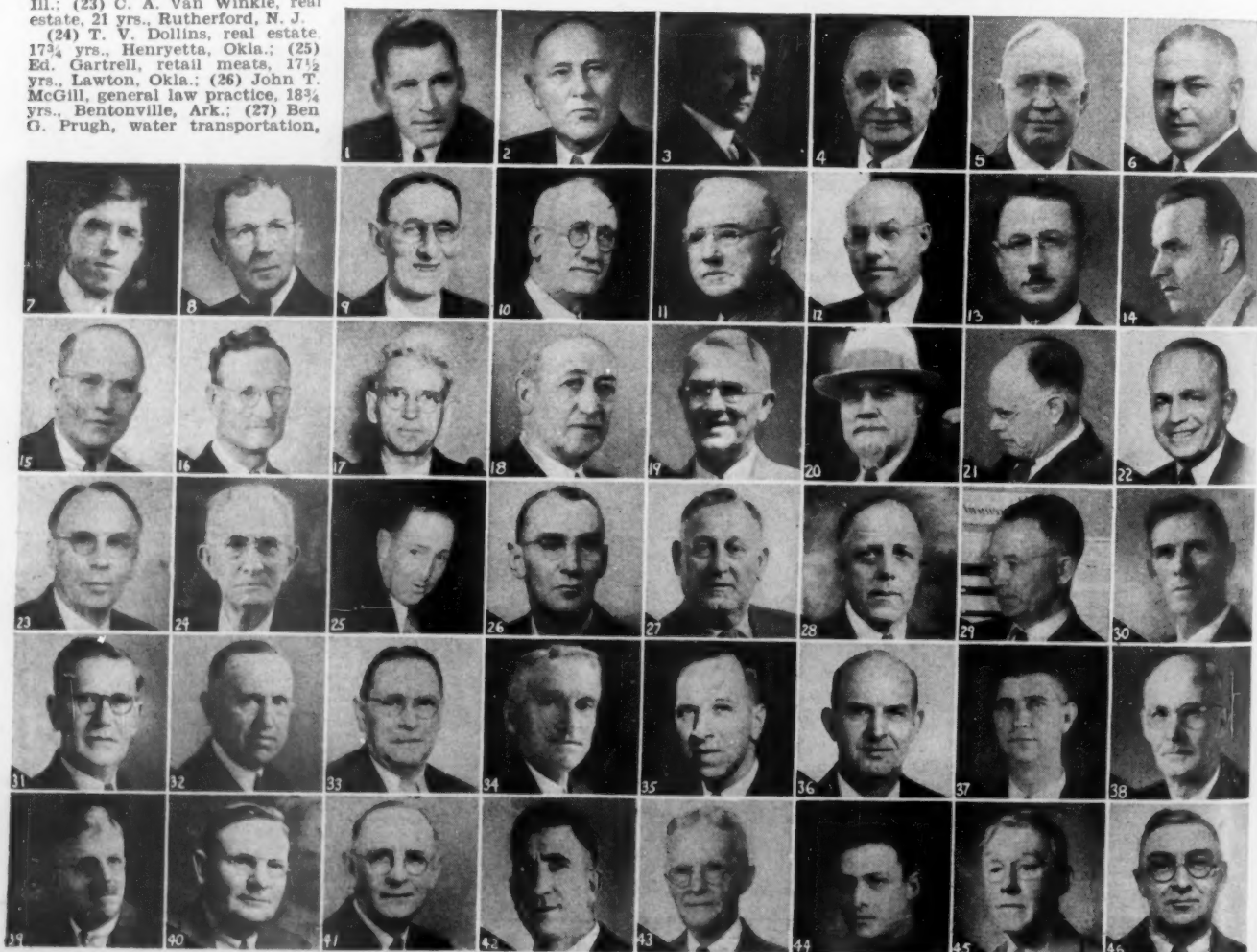
(24) T. V. Dollins, real estate, 17¾ yrs., Henryetta, Okla.; (25) Ed. Gartrell, retail meats, 17½ yrs., Lawton, Okla.; (26) John T. McGill, general law practice, 18¾ yrs., Bentonville, Ark.; (27) Ben G. Prugh, water transportation,

18 yrs., Kaukauna, Wis.; (28) B. L. Jones, grain and feed retail, 20¾ yrs., Delavan, Wis.

(29) S. Th. Westdahl, credit service, 20 yrs., Williston, No. Dak.; (30) C. Kendall Hopkins, building construction, 17¾ yrs., Camden, Me.; (31) Melvin H. Guiles, honorary, 22½ yrs., Beatrice, Nebr.; (32) E. L. Holton, education—teachers' training, 23¾ yrs., Manhattan, Kans.; (33) W. Jay Willson, public water supply, 15¾ yrs., Greenwich, Conn.; (34) Constant K. Decherd, mechanical engineering, 15¾ yrs., Meriden, Conn.

(35) William H. Helstand, banking, 16 yrs., Eaton, Ohio; (36) George I. Whetsell, bank liquidation, 20¼ yrs., and (37) G. Milton Crum, retail automobiles, 20¼ yrs., both of Orangeburg, S. C.; (38) Clyde S. Warren, millinery retail, 20¾ yrs., Claremont, N. H.; (39) Walter F. Kimball, optometry, 15¾ yrs., St. Joseph, Mo.; (40) Walter Bristol, meat retail and wholesale, 20½ yrs., Lewiston, Idaho.

(41) E. W. Maupin, Jr., building supplies, 19 yrs., Portsmouth, Va.; (42) D. D. Monroe, title service, 16 yrs., Clayton, N. Mex.; (43) Charles L. Patchell, real estate, 23 yrs., Union City, Ind.; (44) Paul Fraser, printing, 16½ yrs., Arlington, Mass.; (45) Ernest J. Hoskins, optician's and photo supplies, 24½ yrs., Springfield, Mass.; (46) F. F. Maxwell, radio retail, 19¾ yrs., Dearborn, Mich.



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'Our George and Our Bess'

[Continued from page 15]

how to use a stirrup pump and other fire-fighting devices. The shelter used by the King and Queen is a room in the basement, reinforced with props and protected with sandbags. The only unusual piece of furniture is the radio, which the King can tune in to the secret wave length of the Air Ministry and so follow the progress of an air battle. If the King and Queen feel like a cup of tea during a raid, the Queen brews it herself on a small electric kettle.

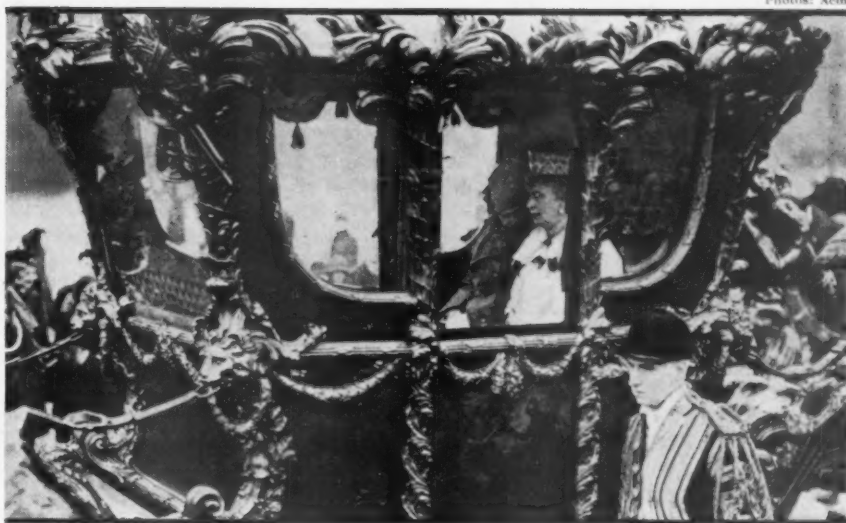
The royal family receive exactly the same number of ration coupons as each of their compatriots, and their use is in the Queen's own hands. Like most British housewives, Queen Elizabeth likes to save all the family's meat coupons for a Sunday roast or short ribs, and make do with the leftovers for the rest of the week. One of her favorite household hints is: "Try currying it." Whenever she goes shopping, she takes her own wrapping paper.

Clothes rationing has meant a 90 per cent cut in the Queen's dress budget. Almost all her coupons have to be used up on shoes, hose, and gloves, since she walks miles on tours of inspection and the hundreds of daily handshakes wear her gloves to shreds. The Queen's wardrobe, therefore, is still what she bought for her 1939 visit to the United States.

Both the King and Queen set an example by carrying their gas masks in public. One day in 1940 King George saw Mr. Chamberlain setting out with his umbrella, but no gas mask. The King twitted Chamberlain: "You don't mean to say that you are going to trust Hitler again?"

The King and Queen have led the way in Britain's change-over to "austerity" living. The number of boilers at Windsor Castle has been so reduced that on four days a week there is no hot water in many parts of the Castle. No one in the Palace may bathe in more than five inches of water; the King has had a blue line painted in every bathtub at the five-inch mark. No central heating is used either at the Palace or at Windsor Castle, and fires are forbidden in any bedroom except at doctor's orders. All unessential lights in the Palace corridors have been removed, and bathrooms and bedrooms have been reduced to one small light. To save gasoline the King's messengers now ride in a horse-drawn brougham, and in the country the Princesses travel around in a pony cart. Twenty tons of Buckingham Palace's gates and railings have been removed for conversion into armaments.

As an example to Britain's farmers,



BRITISH pageantry of another day, now out for the war's duration: The late King George V and Queen Mary on their way to the House of Lords to open a new session of Parliament.

the King has doubled the output of his farms at Windsor, which now grow wheat, oats, barley, potatoes, and root crops for stock feeding. Windsor Great Park, where the King's famous deer herd used to roam, today produces the largest single-field wheat crop in Britain. Nine hundred head of deer have been sacrificed to the country's need for meat, and the remaining 100—a nucleus for post-war breeding—are fenced off into an area unsuitable for cultivation. The royal carriage horses—the famous Windsor Grays, which drew the golden coach during the Coronation—have been conscripted to help with the harvesting.

The King in wartime is a busy executive who works perhaps longer hours than Donald M. Nelson, chairman of the War Production Board in the United States, and travels more than Eleanor Roosevelt. Normally he is at his desk at 9, and spends most of the morning working his way through the scarlet-leather dispatch boxes from the Cabinet and the reports of his military chiefs. As Commander-in-Chief he is consulted about and sanctions every important move made by the Army, Navy, and Air Force. A genuine expert on industrial conditions—as Duke of York he was known as the "Industrial Prince" and his brothers nicknamed him "The Foreman"—the King follows closely all developments in Britain's economic life.

In the afternoon the King receives visitors—foreign diplomats, Ministers, Government officials, military men, and technical experts. After dinner he frequently returns to his desk. The Empire's most meticulous correspondent, he answers all his personal mail in his own hand. Sometimes he slips out of Buckingham Palace and pays an unannounced call at 10 Downing Street for a quiet talk with Mr. Churchill.

Queen Mary, who now lives in the

country, is instructing a gardening squad of young *évacués* from the Midlands, and has led the local salvage campaign by driving around the countryside in a station wagon collecting scrap, bones, paper, and other valuable waste. Still erect, still crowned with the famous hats she has worn for half a century, Queen Mary is as tireless a visitor to camps and factories as when she and George V were King and Queen of England in the last World War.

Last year Princess Elizabeth registered with 200,000 16-year-olds for national service. She and her young sister are Girl Guides, with credits in first aid. They have appeared in a number of charity entertainments with their fellow *évacués*. Their specialty numbers are a sister-act tap dance and singing French duets.

Morale building on the home front is perhaps the most important part of roy-



QUEEN Elizabeth and her daughters arrive at Windsor Castle to review the Grenadier Guards at a special parade in honor of the 16th birthday of Princess Elizabeth (center).

ally's wartime job. Even a brief glimpse of the King and Queen has a magical effect on the spirits of civilians and soldiers alike. Since the beginning of the war the King and Queen have visited innumerable factories and war plants, camps, bases and hospitals. A.R.P. and relief centers, shaking hands, chatting with fire fighters and air-raid wardens, endeavoring to bring comfort to the badly wounded and to men and women whose families have been wiped out and their possessions destroyed. Except on overnight journeys, the King and Queen travel by car—an old-fashioned, high-bodied, red Daimler, equipped with a collapsible reading table on which the King does his paper work. A lone motorcycle "cop" is often the King's only escort.

The King's visits to the forces are surprise affairs.

He stuffs a packet of cigarettes into his pocket, carries his own sandwiches and a thermos flask of tea for lunch, and is ready to go out in the field and rough it with the men. He has joined in maneuvers at one of Britain's "battle schools," crouching low with infantrymen as machine-gun bullets bit into the ground near-by and mortar shells hummed overhead.

Ever since the first United States troops landed in the British Isles, Amer-

ican camps and bases have figured regularly on the King's visiting schedule. At first King George was amazed at the number of Texans in the early contingents of the A.E.F. On being introduced to Staff Sergeant William A. Hutcheson, of Fort Worth, he asked: "Is there anybody left in Texas? Every American I meet seems to come from Texas." By now King George has met and talked to officers and men from every State in the Union.

At least one doughboy is not likely to forget the informality of the King's visits. The Yank in question was overhauling a plane engine, when a voice over his shoulder said: "What do you think of our weather?" Without looking up the mechanic said feelingly: "I think it's lousy." Later he observed philosophically: "Well, even a King is entitled to the truth."

But it was in the blitz that the King and Queen played their greatest wartime rôle. Every morning the Queen scanned reports of the bombings so that she and the King could visit the areas that had been hardest hit. Time and again stunned slum dwellers, digging in the ruins of their homes, would look up to find the King and Queen picking their way through the debris.

The royal couple did not just ask perfunctory questions and murmur conven-

tional words of comfort. Both did what they could to help in a practical way: they stimulated the formation of mobile canteens to feed blitz victims, arrived with sacks of clothing for the homeless, and helped speed up the distribution of tools to salvage workers. After one raid the Queen ordered 60 suites of furniture from Windsor Castle—including some fine old pieces dating back to the reign of Queen Victoria—to be sent to damaged homes in London's poorer districts. Regularly blitz victims have received anonymous gifts of rugs, bedding, linen, and clothes. Many are wearing the Queen's dresses, hats, and shoes—and don't know it. They have not been told lest they keep them as souvenirs instead of using them.

"I bet ole 'tiller wouldn't come among his people like this wivout a body guard," one woman told an American reporter, who was trying to fathom the immense affection and admiration for the King and Queen. Another remarked proudly: "They share the same dangers and privations that I do. Their home was bombed just like mine."

Today the King and Queen are probably closer to their people than the rulers of any other country. "Their Majesties" have become "Our George and Bess." No wonder they are called Britain's "Ministers of Morale."



Tips from Retailers on the Alert

Items of comment on preceding articles in the "Retailers on the Alert" series (see page 35 of this issue for the current installment). Do you know of additional examples of resourceful retailers in your community? If so, send them in. They may help other merchants to pull through.—Eds.

● "The articles telling how retailers are surviving the war are most interesting to me. They prove what most of us know, but too often forget, namely: that the average businessman, whether he operates in the United States, Australia, or any other country which permits private enterprise, is a hard man to down. You may change the rules on him, and temporarily put him on his back, but he usually finds a way to meet the situation, and he comes again for more."

● "Here is one for the book: Marie Piesinger runs a drugstore in Northfield, Minnesota, and makes a specialty of wedding gifts! And why not? Why must wedding gifts always be something nobody can use? The time may not be far off when among the bride's gifts will be many practical things not found in gift stores. I say, speed the day!"

● A Rotarian writes from Pennsylvania. "If hardware merchants who have the jitters about the business they are losing would encourage the folks in town to raise chickens in their back yards, they would soon get all their lost busi-

ness back, and more besides. At the same time they would be helping to win the war. If I had a hardware store, I would feature chicken raising in my windows, put in exhibits of poultry-raising supplies, and dust out my store-room and offer it as a place where folks who never kept chicks before could gather and talk things over. With the Government advocating a chicken coop in every yard, you just couldn't help getting a lot of business."

● "A leading home-furnishings store in Los Angeles teams up salespeople in various departments, then awards a monthly prize to the team with the highest sales. The idea is that when a woman buys a davenport, for example, she is also in the market for an end table or pair of end tables, a lamp, some cushions, and perhaps an Oriental rug. Since these things are sold in different departments, the salesperson who sells the davenport suggests an end table and gives the customer the name of her teammate in the table section, or takes the customer down to the table section and introduces her to her teammate. There is nothing new about selling related items, but when this store made a

game out of it, it really went to town. Woodward and Lothrop, in Washington, D. C., have capitalized on this association-of-items idea by placing closely related departments together. Not only are house wares and groceries side by side, but foods requiring mixing are near mixing bowls, etc., the aisles of one department extending into the other."

● "Tahoka, Texas, is a typical farming town of 2,000, with the entire market dependent upon agriculture for most of its income. As is usual in such markets, volume lies in about 15 staple commodities. By keeping those fifteen staples in our grocery store at prices that attract trade, I can get a good volume in lines like meat that carry a much higher margin. I find it takes a full stock to impress farmers. This is important in holding trade and keeping customers from thinking they have to go out of town for better selections and values."

● "What about the wholesaler? How is he getting along? One thing sure, there are going to be some mighty important changes in distribution after this war, and unless I am mistaken the wholesaler is going to handle fewer lines and those lines will be sold in larger units. The idea of a hardware merchant buying two hammers at a time will be out after the war. He will have to buy a package of 18 hammers or go without. That's just what I think."

Talking It Over

[Continued from page 4]

influence which they exert in promoting greater interest in the soil is far greater than we realize. Frequently our technicians working in soil-conservation districts are called upon to address local Rotary Clubs, and we, of course, are glad to have them accept such invitations.

Electricity Can Kill

Says W. C. LOUNSBURY, Rotarian
Director of Safety
Minnesota Power & Light Company
Duluth, Minnesota

The article by Rotarian Hilton Ira Jones in the August ROTARIAN [Water Is Wonderful!] is very interesting, but . . . the suggestion to handle house wires in such a way [in illustration, page 42] is a very hazardous one, and I believe, even cruel, for one may not only be badly burned, but damage of several kinds done. I would call your attention to the fact that the ordinary house current kills many people every year. It is very unfortunate that there is abroad the idea that 110-120 volts is not dangerous. . . .

Any experiment with electricity, whether in home or in laboratory, should be undertaken with proper safeguards.—Eds.

They're Both Right

Affirms J. H. DRENNAN, Rotarian
Railroad Executive
Woodruff, South Carolina

I enjoyed very much C. R. Vanneman's comment, entitled *Was He Left Handed?* [Talking It Over, August ROTARIAN], on Burges Johnson's *Romance of the Rails* [June ROTARIAN].

'Tis interesting and amusing to stand on the side lines and watch two "old-timers" scrap over a question in which both are right.

I don't know very much about the "throttle" and "johnny bar" on a locomotive 'cause I have not watched them perform and handled but 34 years. Approximately 50 percent of the switching in our yards is done in reverse. This is an unquestionable fact when considering the switching and work required of our through freights, local freights,

yard and switch engines. Consequently, the right hand comes in mighty good, and will certainly be used enough in freight service to become calloused.

So, after all, they are both right, and this should settle the question, but who is next?

Piscatorial Shenanigan

Suspected by LEWIS A. HIRD
Rotarian and Manufacturer
New York, New York

In THE ROTARIAN for August, on page 21, the article *Fish-Fed Rotarians*, written by Bob Becker, is well done and, judging from the picture of Bob on page 5, he apparently has done some stream fishing.

On page 21 there is an illustration of two Rotarians who have evidently started a new vogue for stream fishing, dressed in white shoes and fancy clothes. They are landing a dead whale of a trout in a "minnie" net. The Denver Rotarian with the rod apparently never had one in his hand before and, even if the rod didn't have a fish on it, the three fellows involved know nothing whatever about light tackle game fishing.

Now, of course, you ask about the third fellow, because the picture shows only two—but the third fellow is the photographer. Where the photographer who posed the picture ever found a trout so dead, with its skin perfectly dry and when bent a trifle wrinkled badly, with its pectoral fin glued to the skin, is a mystery. I know that in Colorado there are a lot of fish hatcheries and it's possible the photographer inveigled the State fish commissioner to kill one of the breeders for this purpose.

Rainbow trout, as "Old Evil Eye" appears to be, is a game fish and one of the size in the picture (or any trout for that matter—even the German brook trout) is very much alive at the time of netting and he would be skilful indeed who could get him into a net of that size and shape. . . .

Well, well! Won't those two Denver Conventioneering Rotarians, who figured in this picture, now speak up in their own defense? The records of their identity are missing from THE ROTARIAN files.—Eds.

Geelong Legatees Are Readers

Says D. F. NEILSON, Auditor
Secretary, Rotary Club
Geelong, Australia

The members of my Rotary Club desire me to convey to you their congratulations on the excellence of the last few issues of THE ROTARIAN. They have contained some articles that have brought us up to date in current thought and these have been widely read among the friends of our members.

Several members of the Geelong Legacy Club have been most interested in these issues and have asked that they be permitted to read further issues as they come to hand. We have arranged to send them six copies each month when our members have finished with them.

In case you are not familiar with the work of the Legacy Club, I might say that it is composed of returned soldiers of the Great War, whose main service is to see that the families of deceased sol-

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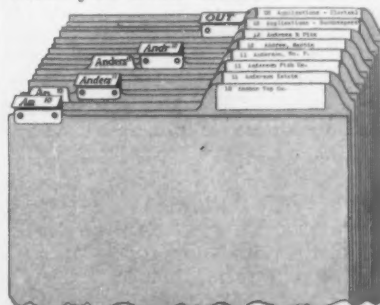
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diers are cared for. This is a wonderful Community Service and you can well imagine that their work will be largely increased as a result of the present war. Each member of the Club has at least one family allotted to him as his special charge. . . .

Proof of 'Ad' Pudding

From KENNETH PRITCHARD, Rotarian
Editor, Sentinel-Star
Cobourg, Ontario, Canada

We Ontario editors are inclined to back Harmon E. Rice in his viewpoint as expressed in the July debate-of-the-month, *Should Governments Buy Newspaper Advertising?* Freedom of speech and of editorial comment exists in On-

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tario despite extensive Government advertising.

As further proof of this, I quote a paragraph or two from Toronto's only morning newspaper, the *Globe and Mail*, the one calling itself "Canada's National Newspaper."

This paper, in common with the rest of us, dailies and weeklies alike, ran a full-page advertisement on gasoline tax, but that doesn't stop criticism, as J. O. Emmerich says it might, in his side of the argument.

Yesterday the Nixon Government inserted an advertisement in every daily newspaper in Ontario . . . The advertisement was a full-page announcement that farmers, fishermen, guides, and tourist outfitters will get "marked gasoline free from the Ontario tax at the time of purchase." The truth is that those classes named will

not save one nickel on their gasoline. The system has been for those groups to buy the gasoline and then get a refund of the tax. In the last session of the Legislature there was an Act passed which permitted the designated groups to obtain a permit which allows them to buy gasoline without paying the tax to the dealer, and thereby eliminating need of a refund.

That Act does not take effect until July 1. It was deliberately held up so that it will look as if something is being done for the farmer. This great "gift" is dramatized with a fanfare of advertisements, and on money taken from the little man who finds it so hard to make ends meet . . .

Air Force Learns of Rotary

Notes CPL. R. W. SQUIRE, Rotarian
R.C.A.F. Station

Woodcock, British Columbia, Canada

I wish to thank you for THE ROTARIAN, which has been a source of much interest to myself and quite a large number of the Air Force. It has been the means of introduction to Rotary for quite a number of the boys, which has given me the opportunity to explain what Rotary has done and is doing for communities all over the world.

There seems to be a greater need for Rotary spirit among the peoples of the world today; even though we are at war, lack of coöperation between individuals and countries appears to be prevalent. Individualistic greed to hoard, or grab something, is paramount in their minds, often to the detriment of their fellow citizens. . . .

Add: 'E' Award Winners

The following firms—with Rotarians in executive positions—recently received the U. S. Army-Navy "E" Award for excellence in the production of war materials:

Felker Manufacturing Co. (Torrance, Calif., plant). ROTARIAN MAX M. FELKER.

General Electric Co. (Pittsfield, Mass., plant). ROTARIAN C. HOWARD KLINE.

Pepperell Manufacturing Co. (Opelika, Ala., division). ROTARIAN ROBERT B. HORSLEY.

Fisher Governor Co., Marshalltown, Iowa. ROTARIAN PAUL A. ELLERS.

American Thread Co. (Holyoke, Mass., plant). ROTARIAN ARTHUR K. STEWART.

Heywood-Wakefield Co., Gardner, Mass. ROTARIAN STUART D. MACLOREN.

Diamond Calk and Horseshoe Co., Duluth, Minn. ROTARIAN OTTO SWANSTROM.

American Thread Co. (Dalton, Ga., plant). ROTARIAN JULIAN LONGLEY.

Crosse & Blackwell Co., Baltimore, Md. ROTARIAN JOHN T. MENZIES.

Bard-Parker Co., Danbury, Conn. ROTARIAN J. HARRY WHITE.

Thomson Co., Thomson, Ga. ROTARIAN HAMILTON BERRY.

Evansville Ordnance Plant (Sunbeam division), Evansville, Ind. ROTARIAN SAMUEL ORR.

Chef Boy-Ar-Dee Quality Foods, Inc., Milton, Pa. ROTARIANS R. PAUL BOIARDI and HECTOR BOIARDI.

Erie Foundry Co., Erie, Pa. ROTARIAN D. ANGUS CURRIE.

Norwich Pharmacal Co., Norwich, N. Y. ROTARIAN DUNCAN M. COWLEY and HONORARY ROTARIAN MELVIN C. EATON.

Deere & Co., Moline, Ill. ROTARIANS EDWARD C. BOFF, HYMAN BORNSTEIN, W. F. HABERER, and WILLIAM J. WILKINGS.

Automotive Maintenance Machinery Co., North Chicago, Ill. ROTARIAN J. C. RUSSELL.



Cuba—Pearl of the Antilles

"THIS is the loveliest land that human eyes have ever beheld!" Thus exclaimed Christopher Columbus as he viewed for the first time in 1492 the tropical island of Cuba, a narrow 785-mile strip of land directly south of the State of Florida and the largest of the West Indies group. Legends of great wealth drew many immigrants to the island—often called the "Pearl of the Antilles"—and from it went early expeditions to Mexico and Florida, including that of Cortes, which resulted in the conquest of Mexico. To the early Spaniards it was a strategic point guarding the trade routes into the Gulf of Mexico and the Caribbean.

Many excellent harbors and anchorages etch the 2,000-mile coastline from which moves the island's chief export—sugar and sugar products—and in the production of which many of the 4 million inhabitants are engaged. Though but 9 percent of the country's total exports, Cuban tobaccos are well known and are among the world's finest.

Included among agricultural crops of importance are bananas, oranges, and pineapples. In the island's earlier history, stockbreeding was an important industry—until the latter part of the 18th Century. Early in the present century the raising of livestock made impressive progress. Likewise important are the fishing and sponge industries. Iron, manganese, and copper are mined, considerable quantities being shipped to the United States for smelting.

Cuba was a Spanish colony from the time of Columbus (except in 1762-63) until it became an independent nation in 1898, following the Spanish-American War. Under its constitution the functions of the State are exercised under executive, legislative, and judicial powers, operating through the President, the bicameral legislature, and the Supreme Court, respectively.

The first Rotary Club in Cuba was organized in 1916 in Havana, the capital. There are now 44 Clubs in the country.

"¡ES ESTA la tierra más hermosa que ojos humanos hayan visto jamás!" Así exclamó Cristóbal Colón cuando vió por primera vez en 1492 la isla tropical de Cuba, una angosta faja de tierra de 785 millas al sur del estado de Florida, y la más extensa de las Antillas. Leyendas de grandes riquezas atrajeron muchos inmigrantes a la isla—frecuentemente llamada la "Perla de las Antillas"—y de allí partieron las primeras expediciones para México y Florida, inclusive la de Cortés, que se resolvió en la conquista de México.

Muchos excelentes puertos y lugares abrigados bordean las dos mil millas de costa desde donde salen los principales productos de exportación de la isla—azúcar y sus derivados—en cuya producción trabajan muchos de los cuatro millones de habitantes de Cuba. Aunque sólo representan el nueve por ciento de la exportación total del país, los tabacos de Cuba son bien conocidos y se cuentan entre los mejores del mundo.

Son productos agrícolas de importancia también los plátanos, naranjas y piñas. En la inicial historia de la isla la cría de ganado era una importante industria—hasta fines del siglo XVIII. A principios del siglo actual dicha cría de ganado realizó notables progresos. Son importantes asimismo la pesca en general y la pesca de esponjas. Se producen hierro, manganeso y cobre, que en cantidades considerables se envían a los Estados Unidos para ser fundidos.

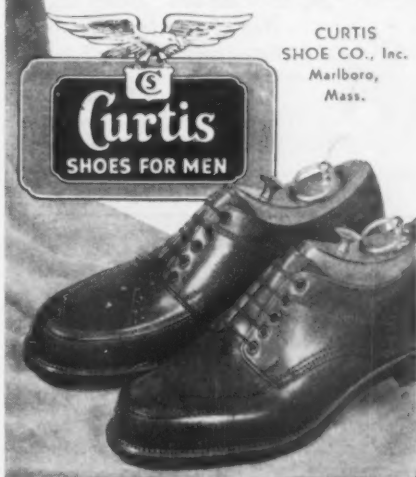
Cuba fué una colonia española desde los tiempos de Colón (excepto de 1762 a 1763) hasta que se hizo independiente en 1898, después de la guerra hispano-americana. De acuerdo con su constitución, las funciones del Estado las ejercen los poderes ejecutivo, legislativo y judicial representados por el Presidente, una legislatura compuesta por dos cámaras y la Corte Suprema, respectivamente.

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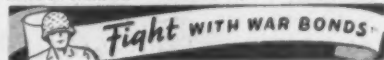
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HOBBY



itching Post

IT'S ODD, but true. Never in the seven years that THE GROOM has been tethering hobbyhorses at this Hitching Post has he ever tied up a real horse. Now, to make up for it, he trots out a story about a whole herd of horses—some of the finest Arabians in the world. ANDREW R. BOONE, of Los Angeles, California, tells it.

A SKIP and a jump west of Pomona, California, you pull up at one of the most interesting show places of the West. It stables nearly 100 fine Arabian horses on a wonderfully cultivated ranch. Behind those horses is an intensely human story of a small boy who grew up in Michigan to become a busy Battle Creek executive.

It is the hobby story of W. K. KELLOGG, internationally known cereal manufacturer and an honorary member of the Rotary Club of Battle Creek, Michigan.

Since boyhood he has been fond of horses and dogs. For nearly ten years he had as a companion the son of Rin Tin Tin, remembered by many as a dog star of motion pictures. After this pet died, the owner and trainer of Rin Tin Tin presented Mr. KELLOGG with a grandson of this wonderful dog.

"Years ago" as a youth in Battle Creek, young KELLOGG almost daily rode "Old Spot," a gentle, broad-backed Arabian, one of the few in the United States. With his companions, he rode bareback, climbed the horse's tail, and slid down again. There is little doubt that "Old Spot" enjoyed it too.

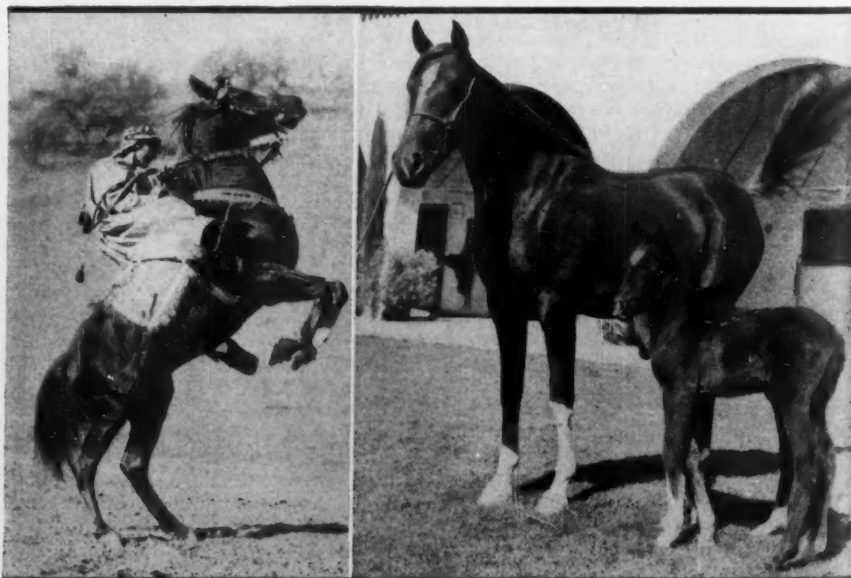
Then tragedy struck. "Old Spot" was sold. Then and there the boy vowed

that some day he would have more horses—and all would be Arabians. Years slipped by, years which made his name a household word throughout his nation. In later years he made annual trips to southern California, and on one of them he chanced to visit an Arabian horse stud farm near Indio. Then it was that his long-cherished dream crystallized. Now with the means and time with which to pursue a hobby delayed for many years, he bought the stud outright and started his now famous Arabian ranch.

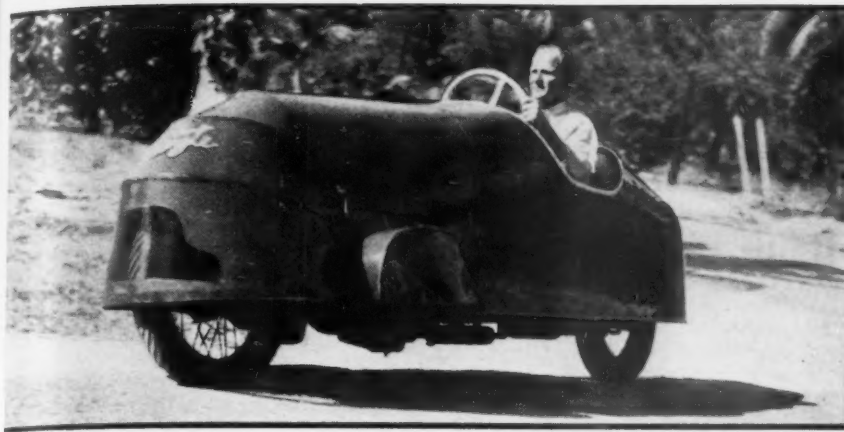
His plan soon attracted wide interest, and it was not long before the University of California took over the establishment. ROTARIAN KELLOGG not only made the ranch and its horses available, but he also provided an endowment of \$600,000 for research and general upkeep.

One piece of research was a series of tests on a drug which gives promise of ridding horses and all other domestic animals of most internal parasites. The drug, phenothiazine, a light green powder which is the parent substance of many dyes, makes cows give slow-to-sour pink milk. In a recent Associated Press dispatch, C. E. Howell, agricultural expert and manager of the Ranch, said, "Experiments on our horses indicate that it is efficient, easily administered, nontoxic, and cheap. This means that for the first time the average farmer may have a method, which is not too expensive, to rid his horses of parasites that weaken them and reduce their resistance to disease."

Sunday visitors to the KELLOGG farm witness showings of the horses in a



TRAPPED OUT for a movie filming, a proud Arabian mount rears up for the camera—at Rotarian W. K. Kellogg's California horse farm . . . (Right) A Kellogg colt and its mother, Riddah.



ROTARIAN Tingle demonstrates his "two-wheeler," which operates with the comfort and convenience of an auto and the economy of a motorcycle. It has retractable landing wheels.

ring near the stables, but this is only the frosting on the cake. The real development is spreading throughout the United States as horses bred there move on to green pastures in other communities.

Noted for his courage, intelligence, and endurance, and accustomed to subsisting on scant water and forage, the Arabian is capable, nevertheless, of carrying heavy loads for long distances. Though powerful and swift, he is raised almost as a member of the family of desert tribes, and is invariably gentle, affectionate, and tractable.

For these many qualities the Arabian has been prized by every horse-loving age, and its blood has been sought by breeders the world over. But the Arabian never has been easy to obtain. Desert owners, true lovers of their horses, seldom are willing to part with them. Especially is this true of mares, against the selling of which there is religious aversion. However, importations have been made from time to time in various parts of the world. England has perhaps benefited most by introducing Arabian blood into her stables.

Thanks to MR. KELLOGG, the Arabian is coming into its own in the United States. A good portion of the institute's herd came from a stud in England. Thus, on the California ranch are being propagated the finest horses of the Arab strains that can be bred. The most modern methods of breeding are carried on at Pomona, with size, height, and saddle conformation developed with painstaking skill. Endurance and stamina are preserved with gentleness and docility.

FROM HORSES to automobiles is—once was—a logical step. Anyway, THE GROOM takes it. Leaving the stables behind he goes to a garage in Miami, Florida, where ROTARIAN J. GRADY TINGLE "hobbys around" with a certain kind of automobile that is of special interest in this day of gasoline rationing. But let the Miami Rotary Club Secretary, HAROLD L. McCAY, provide the details.

FOR MANY years J. GRADY TINGLE—a Miami Rotarian for 22 years—has spent spare time away from his thriving retail paint business in developing a different kind of automobile—a two-wheeler! Sort of a first cousin to the

motorcycle, it is as practical as it is novel.

It is powered by a small four-cylinder motor with a standard transmission, weighs less than half as much as an ordinary automobile, averages about 50 miles to a gallon of gas. When going less than ten miles an hour, the driver lowers two retractable pneumatic wheels for better balance.

ROTARIAN TINGLE toyed with the car just as a hobby at first; now the unusual vehicle is covered by patents and has commercial possibilities. Newsreel and newspaper photographers have taken many pictures of it.

What's Your Hobby?

Name it and you can have it listed below, where it may catch the eye of someone similarly interested—and thus add another link in your hobby friendships. The one requirement: that you be a Rotarian or a member of a Rotarian's family.

Pen Pals: Peggy Oehmke (daughter of Rotarian—wishes to correspond with 13- or 14-year-old daughter of Rotarian), Guttenberg, Iowa, U.S.A.

Figurines: Folklore: Edith Bregger (14-year-old daughter of Rotarian—collects china figurines; wishes items of Hawaiian folklore; will welcome correspondence with those of same age), 74 Expt. Station, Belle Glade, Fla., U.S.A.

Airplane Drawings: Teddy Cowgill (10-year-old son of Rotarian—collects drawings of airplanes by boys of same age), 224 N. 2nd St., Millville, N. J., U.S.A.

Coins: Ben Bracken, Jr. (son of Rotarian—collects coins and information about them), Box 86, Minden, Nebr., U.S.A.

—THE HOBBYHORSE GROOM

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Stripped Gears

The True Story of the Devil and Little Eva

By Fulton Oursler

Editor and Journalist

THERE were five of us around a grill-room table in the old National Vaudeville Artists clubhouse on West 46th Street in New York—Frescott, the mind reader; Walter Winchell; the great Houdini; myself; and, at the head of the table, Harry Blackstone, the illusionist, swearing by Cagliostro and Nostradamus that his tale was true.

It seemed that Blackstone's stage assistant had decamped in Minneapolis, Minnesota, and the magician could find only one candidate, a hulking farmhand. He was, of course, green, but quite willing.

His was a simple part. Wearing red tights and cloak, horns, and a tail, he would be introduced to the audience as the devil and then shut inside a cabinet. Blackstone would fire a pistol and open the doors, to find the devil gone.

"Then," explained Blackstone to his new assistant, "I look at the audience and say, 'Where is the devil?' No answer. I say, 'Where in the devil is the devil?' Still no answer. Then I shout, 'Where in hell is the devil?' and from way back in the rear of the theater you answer, 'Here I am,' and you come bounding down the aisle. Understand?"

"No, sir," said the farmhand.

"I'll show you," said Blackstone. "There are mirrors between the legs of this cabinet, and there's a trap door inside, in the bottom. When the doors are closed, you lift it up, and jump down to the stage floor. No one can see you because of the mirrors. There is another trap door in the stage. Clear? Let's try it."

The magician and his helper went through the motions, over and over, all morning, including running from the basement under the stage to the backstairs, up to the side alley, out to the sidewalk, into the lobby, and then the home stretch down the theater aisle.

That night the moment arrived for the famous "Flight of Satan," as it was called on the colored posters. The farmhand, bulging in tights too small for him, covered with a crimson cloak, and spouting horns, cloven hooves, and tail, was introduced and clambered into the magic box. The doors were closed and Blackstone fired the shot. He opened the doors and breathed a sigh of relief. The cabinet was empty and the trap door properly closed.



Oursler

"Where is the devil?" called the conjurer.

Silence.

"Where in the devil is the devil?"

Silence.

"Where in hell is the devil?" shouted Blackstone, looking expectantly down the aisle.

Silence.

Meanwhile, the farmhand in his Mephistophelean garments had done all according to rehearsal, but when he reached the sidewalk, he was halted by a policeman. Though it took time to explain, the officer was finally convinced. But then the lobby doorkeeper refused to let him in. The situation being desperate, the devil hit the doorkeeper on the jaw, and dashed into the theater. Late as he was, he did not wait for a cue, but bounded down the aisle, shouting: "Here I am!"

But he was in the wrong theater. In fact, up on the stage, Little Eva was just about to be taken off to heaven by a group of white and gold angels.

They still talk about it in Minneapolis.

Each month in this corner is presented the favorite story of a Rotarian or a Rotarian's wife. If you have one, send it to Stripped Gears, THE ROTARIAN Magazine, 35 East Wacker Drive, Chicago. If it is used, you will receive \$2.



"HAVE you tried the department store across the street?"

Waterloo

Dauntlessly man has fared forth
To brave the rigors of the north.

He has conquered tropic places,
Traversed vast, uncharted spaces.

Bold-spirited, audacious, he
Has looked on danger fearlessly;

But show me the intrepid male
Who would brave a Nylon-stocking sale!

—MAY RICHSTONE

Seafood for Thought

In each of the following sentences you will find a hidden name of an animal. Add the word "fish" to the animal name and you will have an animal-named fish:

1. If you go at four in the morning, you will be sleepy.
2. The dandelion head was white.
3. Do geese fly south in Winter?
4. I saw Mac at school.
5. Elmo used the broom to sweep down cobwebs.
6. I looked at a cap or cup in every store.

This puzzle was contributed by Mrs. C. W. Hudelson, wife of a Bloomington, Illinois, Rotarian.

Hidden Rotarians

In each of the following sentences is hidden the name of a Rotarian who is playing an important part in the administration of Rotary International in the year 1943-44:

1. "Jack," the message read, "please call Al. My mother needs him."
2. I doubt if you'd find another chap in the entire town like the fellow who stood at the front gate last night.
3. We called off the party—three of the guests were ill, you know.
4. She turned on him: "Mr. Nicol, lignone is a variety of lignin. As a botany student, you should know that!"
5. She insists on wearing a cape akin to that worn in the late '90s.

See page 63 for answers to the two puzzles above.



"GOSH, I would like to see the dog that buried that one!"

Tales Twice Told

A jest's prosperity lies in the ear of him that hears it, never in the tongue of him that makes it.—Shakespeare.

Might Be Worse

Stranger: "My friend, I don't see how you make a living on this farm. There are rocks everywhere."

Yankee: "I ain't as poor as y' think I be. I don't own this farm."—*The Rotarian*, VANCOUVER, BRITISH COLUMBIA, CANADA.

Happiness at Last

A floor walker, tired of his job, finally gave it up and joined the police force. A friend asked him how he liked being a policeman. His answer was very human. "What I like best," he said, "is that the customer is always wrong."—*The Hub*, HANOVER, ONTARIO, CANADA.

And How!

The new Army rifle weighs 8.69 pounds. After it has been carried a few hours, the decimal point drops out.—*Rotary Club Bulletin*, MARSHFIELD-NORTH BEND, OREGON.

Preferable

Sweet young thing: "Have a cigarette?"

Elderly lady: "What! Smoke a cigarette? Why, I'd rather kiss the first man that comes along."

Sweet young thing: "So would I, but have a cigarette while you're waiting."—*The Tattler*, BELLINGHAM, WASHINGTON.

Indians to Blame

An exchange says, "This country would not be in the mess it is in if the Indians had adopted stricter immigration laws."—*Rotary Club Bulletin*, AMESBURY, MASSACHUSETTS.

Dog Watch

In a suburb of Salisbury, Rhodesia, there is a little church to which, each Sunday morning, with great regularity there come a man and his Alsatian dog. The man goes inside to worship and the dog lies outside to wait. If, however, the sermon lasts longer than 20 minutes, the dog puts his head inside the church door and looks inquiringly up

the aisle toward the preacher. It is said that this dog is a great favorite with the lay members of the congregation.—EDINBURGH, SCOTLAND, *Dispatch*.

Mistaken Identity

Bystander: "Look at that youngster, the one with the cropped hair, the cigarette, and the trousers. Is that a boy or a girl?"

War worker: "It's a girl. My daughter."

Bystander: "Forgive me, my good fellow. I never would have been so outspoken if I'd known you were her father."

War worker: "I'm not. I'm her mother."—*Weekly War Whoop*, SENECA FALLS, NEW YORK.

Palms Up

First guest: "I'm sure I don't know why they call this hotel 'The Palms,' do you? I've never seen a palm anywhere near the place."

Second guest: "You'll see them before you go. It's a pleasant little surprise the whole staff keep for the guests on the last day of their stay."—*Kentish Mercury*.

Line Up!

The Fixer isn't giving orders to a group of football players. He's announcing that a line is needed to finish the bobtailed limerick below. The best line to "come up" by November 1 will bring its contributor \$2. Send your entry—or entries—to The Fixer, care of "The Rotarian" Magazine, 35 E. Wacker Drive, Chicago, Ill.—Gears Eds.

Spaid Work

Jack Spaid is the man with the dough, When in need, we to him always gough.

Want a bench for the parque?

Or a small youngster's larque?

If you draw a blank in your search for rhyme words, consider blow, crow, flow, foe, glow, sew, stow, woe.

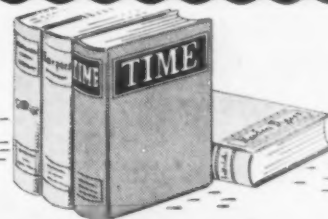
Sweet Music

The music of Jim Sweet (see June ROTARIAN for description thereof) rolled across the miles to Managua, Nicaragua, where it came to the attention of Rotarian James B. Stewart. He analyzed it carefully, put the result into one line, and for it THE FIXER awarded a \$2 prize. Here is the completed limerick:

*A shy little lad was Jim Sweet,
He constantly shuffled his feet,
But ask him to sing,
He'd make the room ring!
And also the cop on the beat.*

Answers to Puzzles on Page 62

SEAFOOD FOR THOUGHT: 1. Goatfish. 2. Lionhead fish. 3. Dogfish. 4. Catfish. 5. Mousefish. 6. Porcupine fish.
HIDDEN ROTARIANS: 1. Almy (Director Percy H. W., of Torquay, England). 2. Chapin (Treasurer Rufus F., of Chicago, Illinois, U. S. A.). 3. Reilly (Director John B., of Whittier, California, U. S. A.). 4. Collignon (Vice-President Carlos M., of Guadalajara, Mexico). 5. Peak (Director Bart N., of Lexington, Kentucky, U. S. A.).



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The Four Objects OF Rotary

To encourage and foster the ideal of service as a basis of worthy enterprise, in particular to encourage and foster:

- (1) The development of acquaintance as an opportunity for service.
- (2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occu-

pation as an opportunity to serve society.

- (3) The application of the ideal of service by every Rotarian to his personal, business, and community life.

- (4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

Last Page Comment

THE RECENT FAVORABLE turn in the tide of war has underscored the urgent need of post-war planning *now*. While no thoughtful person doubts that difficult months and years lie ahead, the bolstered hope of eventual victory has brought squarely home the persistent, inescapable question: "What's going to happen when the boys come back?"

WHAT WILL HAPPEN in your town is pretty largely up to your town and all the people in it. Governments can give bonuses and can invent stopgap work—yet cannot provide the millions of productive, creative career-jobs which ambitious demobilized fighting men will want. But you in your town can—and these three articles tell how:

When Johnny Comes Marching Home . . . by Paul G. Hoffman (page 8).

Let's Heap the Work Pile High!, by Paul B. McKee (page 11).

Brainerd, Minnesota, Does It!, by Carl Zapffe (page 15).

BRAINERD WILL NOT be caught flat-footed on Demobilization Day. It will be "ready to shoot" on a planned program of manufacture, home and shop improvement, and public works. It is heaping the Work Pile high now! And so are Peoria, Illinois, and San Francisco, California—about which you will read in forthcoming issues. Prospects are bright that Oil City, Pennsylvania, too, will welcome returning soldiers with something more than brass-band music. What started there as a one-day Rotary Club program on "Post-War Plans for Oil City" has become a sort of regular weekly forum in which all 60 members, plus guests, pitch in to discuss such local improvements as a new overhead roadway, a wider Main Street, more lights on Elm Street, better housing for the Eighth Ward. The

Mayor offered *his* list of post-war projects at one meeting, newspapers carried it next day, and now all Oil City, while hard at work on its war jobs, is also thinking about the better days to come.

IN THE WAR LONGER than most of its Allies—four full years this month—Britain is, in

Text for Tomorrow

Glide along the great new road on the east shore of Manhattan Island, New York, and you will come, by and by, to a tablet. Stop to read it and you will learn that: "Beneath this East River Drive of the City of New York lie stone, bricks, and rubble from the bombed City of Bristol in England. Brought here in ballast from overseas, these fragments that once were homes shall testify while men love freedom to the resolution and fortitude of the people of Britain. They saw their homes struck down without warning; it was not their walls but their valor which kept them free."

a sense, also closer to post-war problems. It is in this matter of jobs for ex-soldiers, for example. Already a trickle of discharged men is returning to civilian life on the Isle and, as reported on this page last April, Rotary Clubs are helping certain classes of officers and enlisted men find employment. It is still a small effort, but out of it is coming a pattern, a technique, that will be of incalculable value in the job ahead.

A WORLD-WIDE RADIO audience recently heard the President of the United States outline plans for demobilized servicemen. The announcement did not find careful readers of THE ROTARIAN unprepared to weigh the vast sub-

ject. They could recall the article *Let's Plan Now for the Bonus*, by DeWitt Emery, founder and manager of the National Small Businessmen's Association, in the April, 1942, issue of this magazine . . . and a symposium on the same subject in the following issue. Ahead of the news by 16 months, these two features are enjoying a new timeliness. You may want to read or reread them now.

LIKE MILLIONS of other young men, Bill Buchanan is seeing the world—at the expense of a grateful people whom he has sworn to defend. Recently he spent a Sunday in "the lovely little town of Denbigh [Wales] with its gabled roofs, its crooked streets all trickling down the side of the hill," and then wrote the folks back home about it—"the folks" being the family of Rotarian Edward V. Buchanan, of London, Ontario, Canada. Here's a part of his letter:

In a few moments I suddenly discovered, to my embarrassment, that I was the center of attraction. The local populace had spotted "Canada" on my greatcoat and were watching me as if I were some species of rare animal. In a matter of minutes I had a great following of the town's younger generation. Suddenly one youngster, a little bolder than the rest, stepped in front of me and addressed me. "Mister, are you from Toronto? Do you see the clothes we're wearing? They're from the Toronto Rotary Club. We're *évacués* from Liverpool. . . ."

The admission that he was from "near Toronto" cost Bill a button from his greatcoat, and the effort of answering 101 questions about cowboys, their guns and "ammo." Bill has seen for himself that the world is a small place . . . and that an organization his dad belongs to is helping to make it a still smaller, friendlier one.

"PRINCIPLES have no force," Mark Twain once said, "except when one is well fed." That aphorism is not true, strictly speaking, as biographies of many a hero prove. But there is enough truth in it to give point to the comments by Albin E. Johnson and Herbert H. Lehman on the food problems of Europe and North Africa. Freedom from want is a basic freedom.

- your Editor

7 things you should do to keep prices down!

If prices soar, this war will last longer, and we could all go broke when it's over. Uncle Sam is fighting hard to keep prices *down*. But he can't do it alone. It's up to *you* to battle against any and every rising price! To help win the war and keep it from being a hollow victory afterward—you must *keep prices down*. And here's how you can do it:



1. BUY ONLY WHAT YOU NEED

Don't buy a *thing* unless you *cannot* get along without it. Spending can't create more goods. It makes them scarce and prices go up. So make everything you own last longer. "Use it up, wear it out, make it do, or do without."



2. PAY NO MORE THAN CEILING PRICES

If you do pay more, you're party to a black market that boosts prices. And if prices go up through the ceiling, your money will be worth less. Buy rationed goods only with stamps.



3. SUPPORT HIGHER TAXES

It's easier and cheaper to pay for the war as you go. And it's better to pay big taxes *now*—while you have the extra money to do it. Every dollar put into taxes means a dollar less to bid for scarce goods and boost prices.



4. PAY OFF OLD DEBTS

Paid-off debts make you independent now . . . and make your position a whale of a lot safer against the day you may be earning less. So pay off every cent you owe—and avoid making new debts as you'd avoid healing Hitler!



5. DON'T ASK MORE MONEY

in wages, or in prices for goods you have to sell. That puts prices up for the things all of us buy. We're all in this war together—business men, farmers and workers. Increases come out of everybody's pocket—including *yours*.



6. SAVE FOR THE FUTURE

Money in the savings bank will come in handy for emergencies. And money in life insurance protects your family, protects you in old age. See that you're ready to meet any situation.



7. BUY WAR BONDS

and hold them. Buy as many as you can. Then cut corners to buy more. Bonds put money to work fighting the war instead of letting it shove up prices. They mean safety for you tomorrow. And they'll help keep prices down today.

KEEP PRICES DOWN . . .

Use it up . . . Wear it out . . .

Make it do . . . Or do without.

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